

*Plain Talk*

GULF STATES UTILITIES COMPANY

FEBRUARY, 1962

IN THIS ISSUE:

- Keeping our electric service  
**YOUR BEST BARGAIN**  
is everybody's job at GSU





Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

## CONTENTS

A Salute to Edison .....	2
Construction Budget Announced .....	3
Electric Service, Your Best Bargain .....	4
Selling is Everybody's Job at GSU .....	8
The School of Tomorrow .....	10
More Sales in '62 .....	12
Our National Voice, ECAP Advertising .....	14



## OUR COVER

OUR readers probably think a lot of emphasis has been placed this month on our Sales Departments and their programs for 1962. Selling isn't just the job of the Sales employees. It's the job of every Gulf Stater. If we don't sell our services we haven't any jobs. Throughout the year you'll see in newspapers and on billboards and hear on radio and television the slogan, "Again in 1962, keeping our electric service YOUR BEST BARGAIN is everybody's job at GSU." Featured on our cover is a line crew in Liberty who believe in making this slogan a fact. They didn't let the damp, cold weather keep them from supplying an industrial customer with the additional power he needed to economically and efficiently operate his equipment. Working in rainy weather gear to add a third "pot" to the transformer bank are: left, I. D. LaFour, Jr., truck driver; on the pole top to bottom: Gene Brown, lineman first class, Dempsey Wiggins, apprentice lineman, and Ross Reed, lineman first class; center, Delmar Sanders, helper, and Gene Teel, helper; and right, George Adams, line foreman.



# Plain Talks

James S. Turner  
Editor

Jasper F. Worthy, contributing editor, Baton Rouge; Bunch Eads, writer; Howard Fussell, writer.

## EXECUTIVE OFFICERS

<b>ROY S. NELSON</b> Chairman of the Board	<b>A. W. HASTINGS</b> Vice President
<b>J. J. MORRISON</b> President	<b>E. L. GRANAU</b> Vice President Manager, Lake Charles Division
<b>L. M. WELCH</b> Vice President Manager of System Operations	<b>G. E. RICHARD</b> Treasurer
<b>R. E. CARGILL</b> Executive Vice President	
<b>H. E. BROWN</b> Vice President Baton Rouge	
<b>E. L. ROBINSON</b> Vice President General Sales Manager	
<b>E. A. WERNER</b> Vice President Personnel Manager	
<b>W. H. GIESEKE</b> Vice President Secretary	

## DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin T. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; E. L. Robinson, Beaumont; Edward H. Taussig, Lake Charles.

## REPORTERS

## BEAUMONT DIVISION

Mary Schlicher	Sales
Betty Ratley	Sales
Ginger Hopkins	Cust. Accounting
Gertrude Peddy	Substation
Grace Falls	Line
Hazel Johnson	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Helen Clifton	Credit & Collections
Dave Carpenter	Orange
Doris Cryer	Siltsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
Ginger Bailey	Accounting
Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Charlotte Hoepner	Advertising
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Frances Linthicum	Records
Gwen Thompson	Executive Dept.
Lily McCullar	Engineering
Ken Londers	Storeroom
Kay Zunbel	Sabine Station

## BATON ROUGE DIVISION

Virginia Yarbrough	Electric
Gayle Miller	Louisiana Station
Margie Force	T & D
Ethel Sharp	Purchasing
Brenda Haydel	Executive

## LAKE CHARLES DIVISION

Fay Denny	Sales
Jack Bass	Sales
Charlene Harper	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Jo Ann Burnett	Substation
Dale Land	Sulphur
Tyrelle Hill	Safety
Zilda Sonnier	Engineering
Hubert H. Landry	Meter Shop
Bob Wiggins	Dispatcher
Margie Thom	Line
Bonnie Cole	Customer Accounting
Dora Ann Aguillard	Nelson Station

## NAVASOTA STATION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mablene Pollard	Trinity
Lois Groce	Somerville
Bernice Falvey	Conroe
Betty Lynch	Madisonville
Roxanne Pry	Navasota

## PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department





# For Your Information...

## Not So Cheap

THE Interior Department has been selling electric power from three federal projects—located in Kentucky and Tennessee—too cheaply.

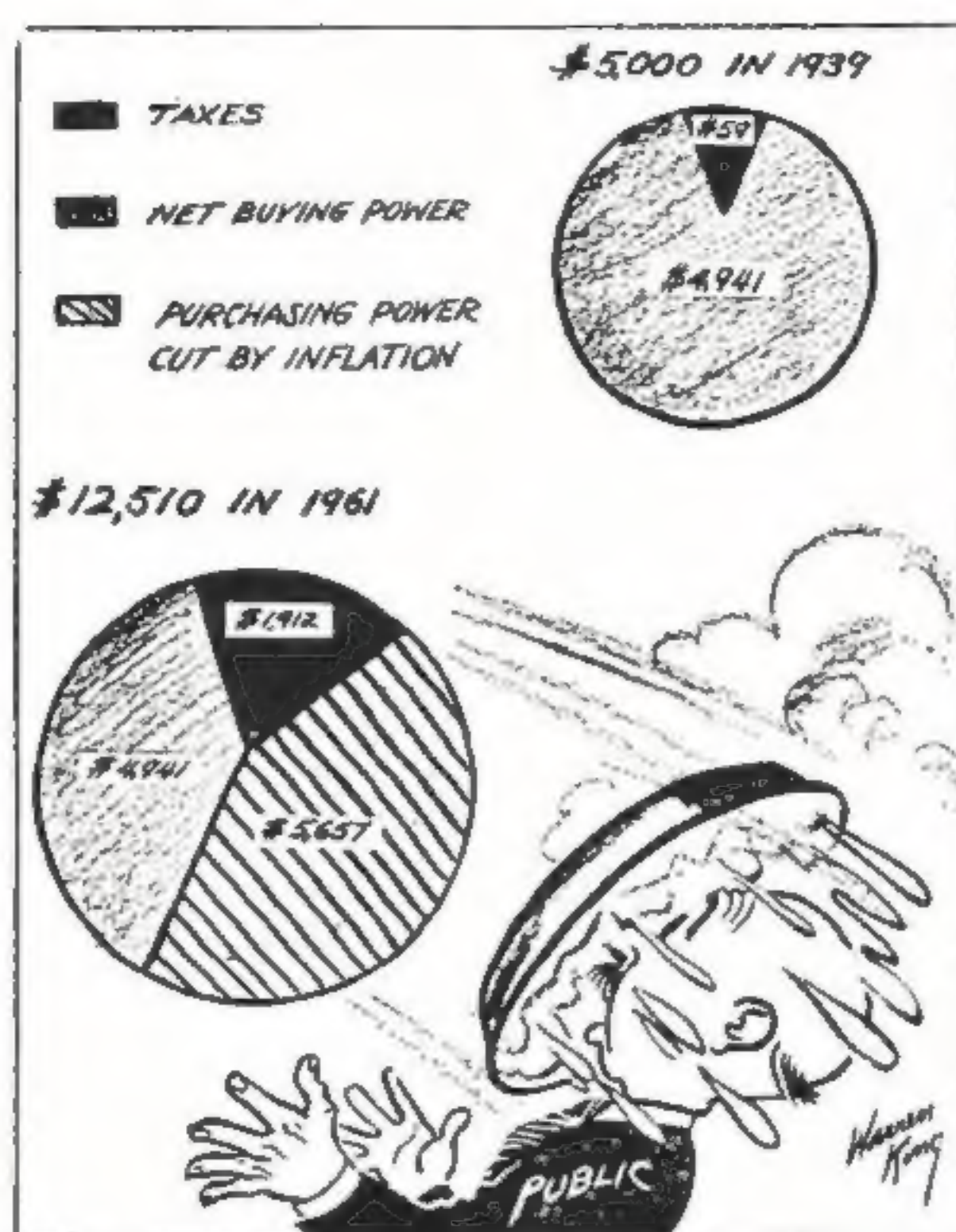
If you think that charge comes from a private utility spokesman, or anyone else with a natural dislike of socialized power, you're wrong. It comes, instead, from the government's General Accounting Office, which is the watchdog of the nation's fiscal affairs. The report, made to Congress, recommends that the President direct the Secretary of the Interior to revise the rates charged and submit them to the Federal Power Commission for approval. Significantly, in a report made back in 1958 the FPC said that the rates from these projects should be higher.

## Company Files Suit

### To Recover Damages

OUR Company filed 18 separate suits in the United States District Court for the Southern District of Texas, Houston Division, January 31, against 27 electrical equipment manufacturers to recover damages for alleged violations of the antitrust laws. The actions were taken in the Houston court as all defendants have offices there.

The suits grew out of the same subject matter as the federal indictments charging violations of the antitrust laws in which sentences were rendered in the United States District Court at Philadelphia last year. The complaints allege the exact amount of damages cannot be stated precisely until pertinent records and other evidence, some known only to the defendants, can be examined and analyzed.



## Pie in the Eye

WHILE you're concentrating on the flight of the astronauts, take 60 seconds to read this and follow the flight of the dollar. In 1961, an income of \$12,510 was needed for a married couple with two children to have the same purchasing power—after Federal income and Social Security taxes—that a \$5,000 income provided in 1939. The taxes on \$5,000 in 1939 were \$59, leaving \$4,941. Out of a \$12,510 income last year, taxes took \$1,912. And because of today's higher prices, another \$5,657 must be taken out of the remaining \$10,598 to adjust it to the buying powers of the 1939 dollars. Need any more ammunition to fight for tax rate reform?

—Source: National Industrial Conference Board.

## Don't Need It

DOES anyone still believe that the investor-owned electric utility in-

dustry is unable to meet this nation's huge power demands—and that the only solution lies in tax-free, tax-subsidized, socialized government power systems?

If anyone does, he is sorely lacking in factual information. The utilities are now, as in the past, engaged in a multi-billion dollar expansion and improvement program that will provide every kilowatt of power we can use, with plenty to spare. And that goes for power from all practical sources—natural gas, coal, oil, water and the atom.

To take just one example, Consolidated Edison Company of New York recently placed an order for the world's largest turbine generator. Its expected capability will exceed 1 million kilowatts, and the cost of the entire facility will be \$131 million. All of those millions, let it be noted, will come from private savings and resources—not from the taxpayers, and every dollar's worth of property and earnings will be taxed to the limit.

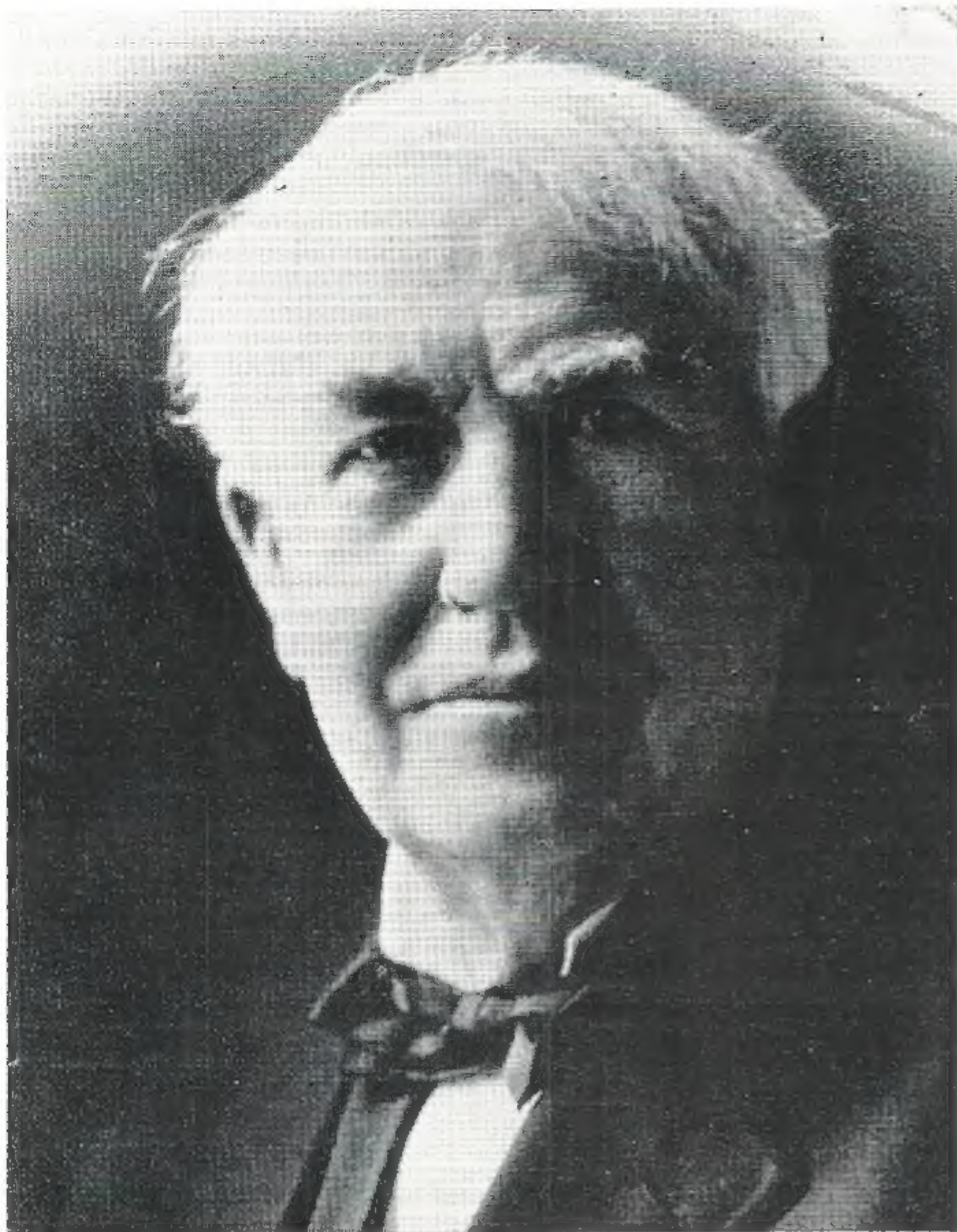
The same story holds true in Texas, Louisiana and throughout the nation, wherever publicly-regulated, heavily-taxed, investor-owned companies are allowed to operate. The point: Socialized power is something we don't need and can't afford.

## Sabine on the Line

SABINE STATION was put on the line at 12:37 p.m., January 31, and the load kicked up to 10,000 Kw. But it had to be shut down at 1:14 p.m. because of excessive vibration on the number five bearing.

The situation is now under study. It was hoped that the station would be on the line for at least 24 hours but it was impossible to do so when this condition developed.





THOMAS ALVA EDISON  
father of our industry

**E**LECTRIC companies will be able to supply America's consumers 2.3 trillion kilowatts of energy by 1980, Chairman of the Board Nelson said on February 11 in marking the 115th anniversary of the birth of Thomas Edison, father of our industry.

Based on figures supplied by the Edison Electric Institute, the per capita energy use in two decades will be 11,797 Kwh compared with 4,525 Kwh in 1959, Mr. Nelson said.

"By the very nature of our industry, we must plan further ahead than most other business enterprises. Therefore the industry has projections of the electric needs of the nation to the year 2000," he continued.

We have expansion plans on the drawing board that extend years ahead. In a recent address before the New York Society of Security Analysts, Mr. Nelson said that construction expenditures for the four years ending 1964 are estimated at \$160 million and include expansion at Willow Glen Station and completion and then expansion of Sabine Power Station.

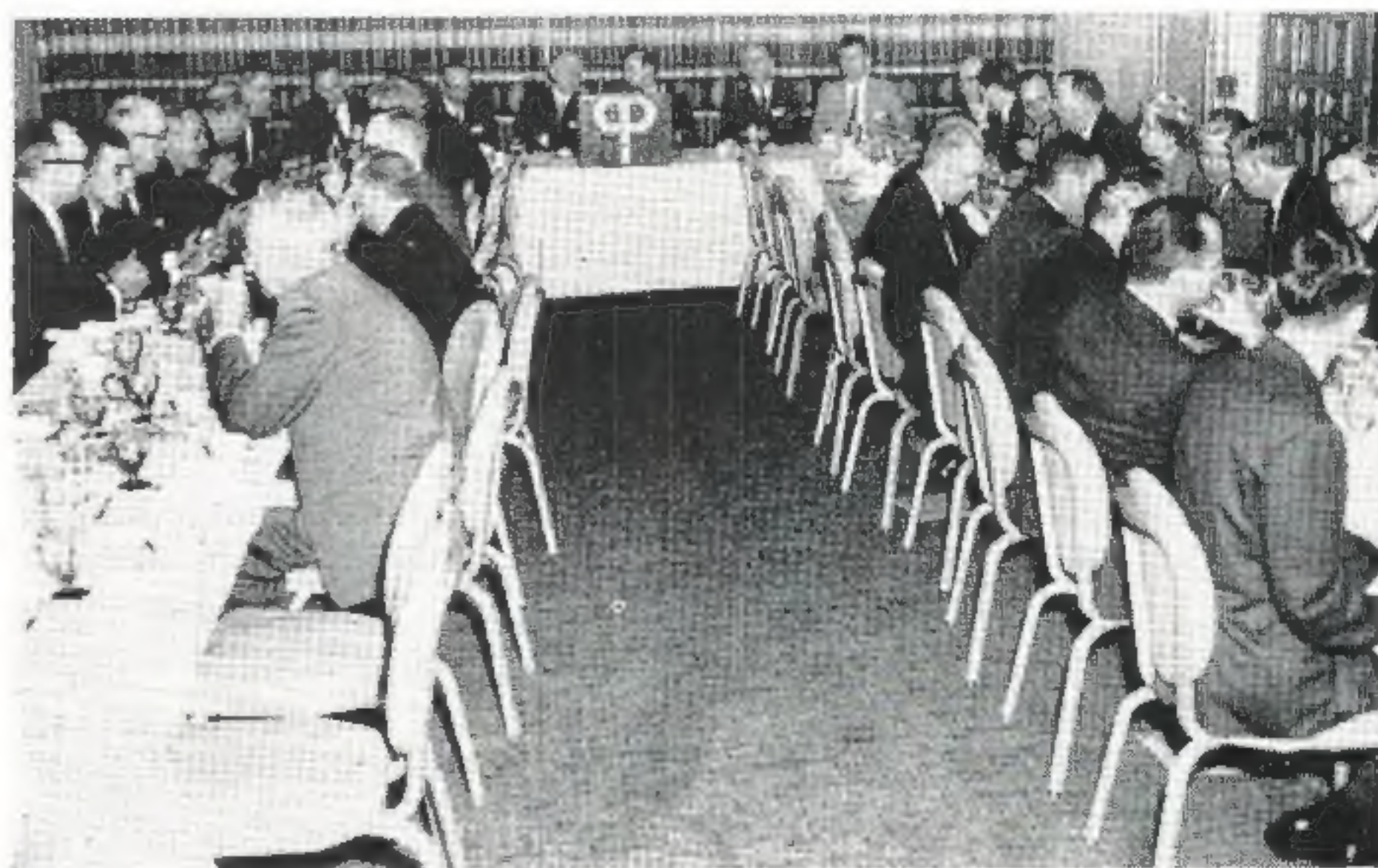
## *Electric industry plans*

*far ahead . . .*

# 2.3 Trillion Kw Predicted by 1980

GSU is presently planning to have its first extra high voltage line in operation across the system in late 1966 or early 1967, Mr. Nelson said.

The investment of the investor-owned electric power industry is now \$46 billion, Mr. Nelson concluded. He predicts that by 1970 the investment will be \$88 billion, nearly double the 1960 figure, and that it will redouble again by 1980.

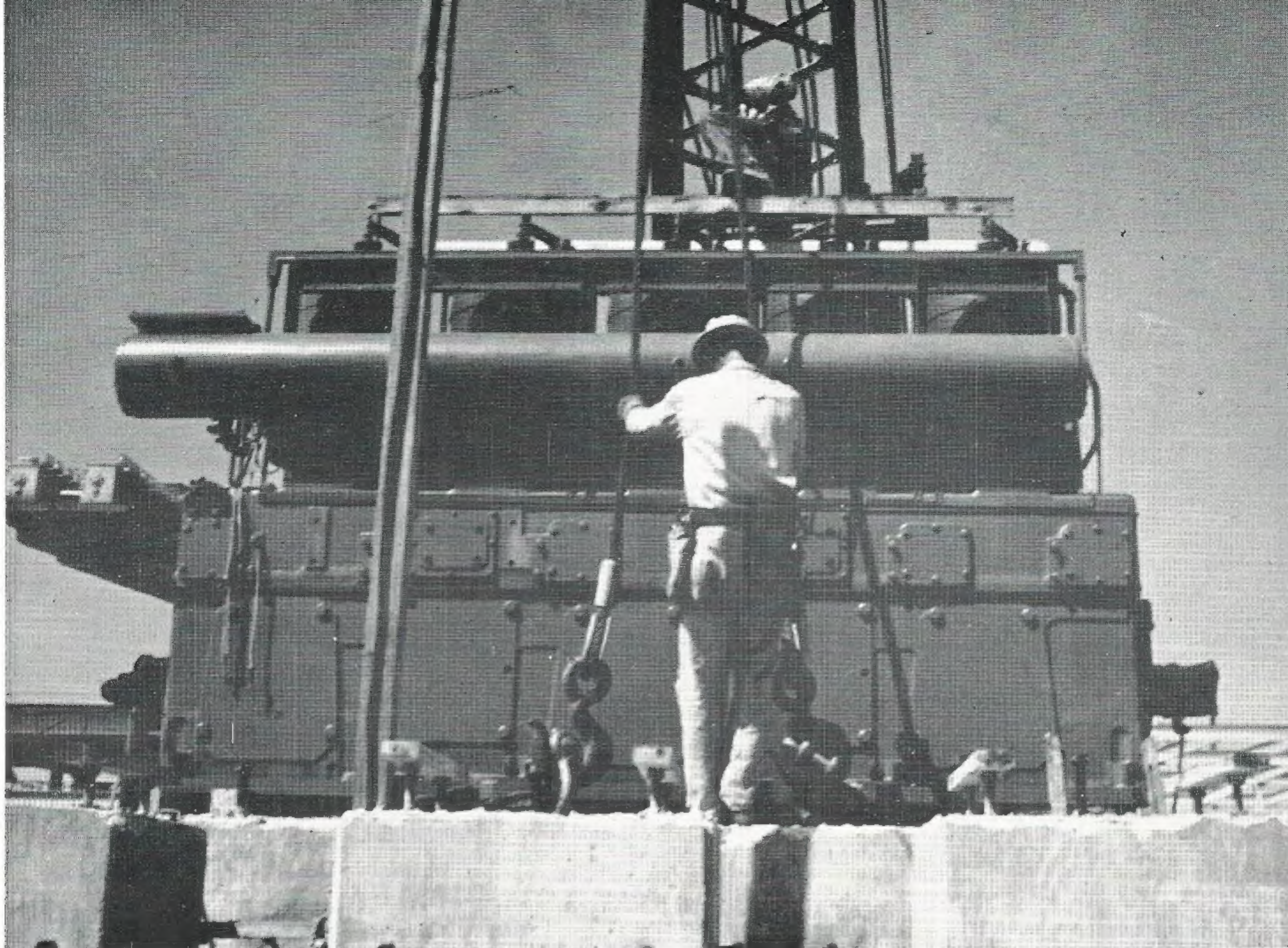


**CONTINUED GROWTH PREDICTED.** Prosperity for the Texas-Louisiana Gulf Coast served by our Company was predicted by Chairman Nelson in a recent address before the Austin Investment Association at Austin, Texas. This newly formed group of financial analysts evaluates investment merits of securities of the country's leading corporations.

Mr. Nelson based his prediction on the "strength of the general area economy and the rapidly growing demand for electric power throughout the Texas-Louisiana area GSU serves." He also predicted that our Company's gross revenues in 1962 will for the first time exceed \$100 million.

Seated at the head table left to right are, Glenn E. Richard, treasurer; William H. Gieseke, financial vice president and secretary; Mr. Nelson; William Chambreau, Jr., program chairman; and President Morrison.





*Directors reveal at February 8 board meeting this year's . . .*

## CONSTRUCTION BUDGET TO BE \$38 MILLION

OUR Company's construction budget for 1962 will amount to \$38 million, Chairman of the Board Nelson announced following the meeting of our board of directors on February 8. About \$24 million will be for construction projects that were under way prior to 1962 and the rest is for new work to be started this year.

The 1962 expenditures are part of a \$160 million four-year construction program we are undertaking to provide plenty of electric power to meet the rapidly growing requirements of our 300,000 customers in the 28,000 square mile Texas-Louisiana area we serve.

"The four-year program will see our newest power plant — Sabine Power Station — brought into operation," Mr. Nelson said. The first unit at this station will be the largest one on our system—220,000 kilowatts—and will go into commercial operation

within a month or so. A second unit, identical in size, will begin operation early next year. A third 220,000 kilowatt generating unit will be placed in service in 1964 at Willow Glen Station.

Mr. Nelson pointed out that these new generating units, when completed, will increase our generating capability to nearly 2,200,000 kilowatts, almost twice what it was at the end of 1959.

"Electric utilities such as Gulf States have to plan additional generating capability well in advance," Mr. Nelson said. "It takes three or four years between the time we make our original plans for adding a generating unit and the time that unit is completed and electric power from it is delivered to our customers. Our large construction program is a clear indication that we believe the rapid industrial growth and expansion in our service area will continue into the future as far as we

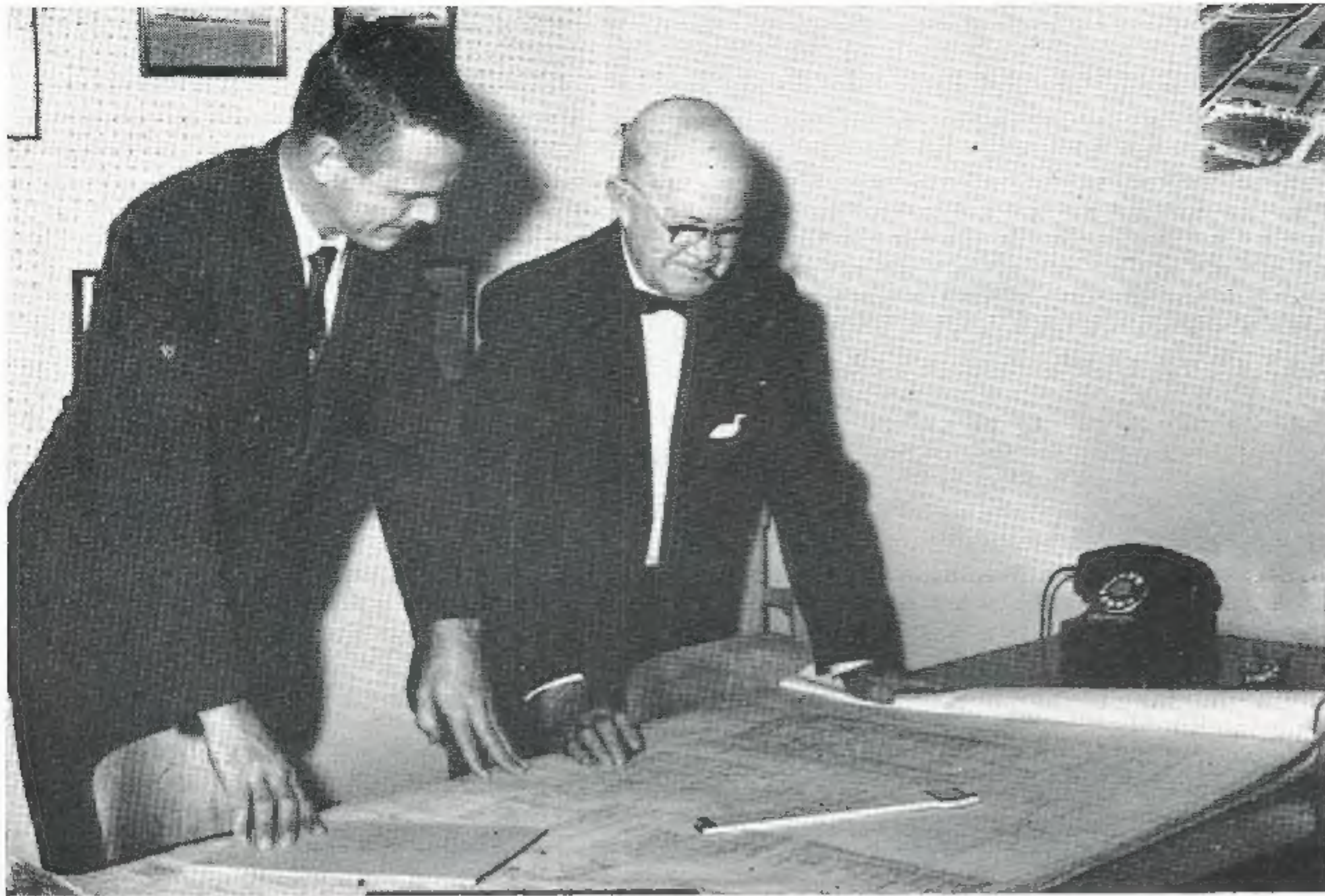
can reasonably estimate."

In commenting on the construction program, Mr. Nelson called attention to the fact that in 1961 six nationally-known industrial companies built new plants in the area we serve and nine existing plants completed substantial expansion programs.

These, coupled with recent announcements of business and industrial expansions and plans for new petrochemical complexes to start up shortly, all add up to a very favorable outlook for the economics of Beaumont, Port Arthur, Orange, Lake Charles, Baton Rouge and their surrounding vicinities.

In other business, the Board declared the regular quarterly dividends on seven series of Preferred Stock outstanding and a dividend of twenty-five cents per share on the more than 10 million outstanding shares of Common Stock.





INDUSTRIAL ENGINEER. G. W. Hiter, Port Arthur, discusses a new school's electrical requirements with J. Earl Neff, Port Arthur architect.

the minimum cost to our customers."

Once a generating plant is constructed and in operation the Production people take over. They are the ones who make, on a moment's notice, the electric energy for delivery immediately to any place where electricity is needed for lighting, heating, cooling or power.

### Production Takes Over

"It is a constant job for our 496 Production employees to keep our generating plants operating at planned maximum efficiency," says A. J. Matherne, superintendent, Willow Glen. "And when the plant is 'off the line' for its annual inspection it is up to us to make any repairs needed as fast as possible and get the plant back 'on the line' as quickly as possible. I, along with the other five plant superintendents, am always trying to make our employees more price and safety conscious. If we can get this over to them it will help hold down operating cost considerably and make our services even more of a bargain."

*Keeping our electric service . . .*

## YOUR BEST BARGAIN

*. . . is everybody's job at GSU*

**Y**ES, keeping our electric service our customers' best bargain is everybody's job at GSU. This is true for all of our employees, from the chairman of the board and president to the employee who came to work yesterday for the first time.

But trying to decide just where our services begin is much like the age-old question of which came first, the chicken or the egg?

Does it begin with the production personnel in our generating plants, or the transmission and distribution people or does it begin with the engineers who design our generating plants and transmission and distribution systems?

It begins with all of these and many

more—people employed in Treasury, Sales, Advertising, and in every section of our industry.

There are 177 employees in System Engineering, who, like Al Naylor and Stan Roby, engineers in Relay and Communications, are our Company's "fortune tellers," who must look into the future and foresee things to come.

"We are constantly testing new equipment, arriving at standards, re-designing existing plants, planning ahead to be ready with new plants and lines to meet a demand when it occurs," Mr. Naylor explains. "Our system is under study at all times so that power can be delivered at proper voltages and in adequate amounts to points needed, as it is required at

### Keeping Plants Operating

Clifford Chambers, control operations foreman, Roy S. Nelson Station, is a typical Production employee. He feels it is his duty to our Company and our customers to keep Nelson Station operating during his shift and to turn the control room over to the next shift with the knowledge that the plant will continue to operate efficiently.

After the electricity has been generated it is of no value to our customers unless we can deliver it when and where it is needed. Electricity cannot be stored. It must be used the same instant it is made. This is where our 1,201 Transmission and Distribution employees enter the picture. They are responsible for our delivery system, and for maintaining the services to our nearly 300,000 customers through the Meter, Service, Trouble, Appliance Repair and Division Engineering Departments.

Ross Reed, lineman first class, Liberty, is one of these people who deals most closely with the service to our customers. "We, in the line crews, are always improving and sectionalizing all of the transmission and distribution lines in order to offer our customers service with less outages. We



'round. What good is a bargain, if you can't get the most out of it?"

Ray Cormier, appliance repairman, Port Arthur, explains his job in much the same way. "We must keep the customer's major electrical appliances in the best working condition so they'll get the most service out of them."

## Nothing to Sell But Service

"We don't have anything to sell but service," explains Ed Mathis, local superintendent, Sour Lake. "As long as I can satisfy our customers and keep their electrical appliances running, I know that they are convinced that electricity is their best bargain. It is up to me and my service people to see that they really get the full value for the money they pay."

Now that we have our electricity made and in the lines to the homes, there is still another step in our bargain business—sales promotion.

Our Company has competition, for our customers dollars. There are other ways to light and heat a home, to cook a meal or wash and dry clothes.

## Meeting Our Competition

To meet this competition our Company employs 163 persons whose job it is to tell the story of our bargain priced services.

"We try to make our customers aware they can get more for the dollars spent for electric services," says Al Young, writer, Advertising, Beaumont. "With advertising we call attention to the many advantages and low cost of better lighting, of electric refrigeration, electric cooking, water heating, cooling and heating and smaller household electrical equipment."

"Our Commercial and Industrial Department sells the idea that electricity will do a job better," says Wayne Hiter, industrial engineer, Port Arthur. "We work with customers and prospective customers to assure efficient and economical application of electric power to their needs."

Earl Broussard, residential sales representative, Lafayette, sums up his job this way, "Residential Sales takes care of the electric service of our home customers. We keep close personal contact with the home owners in our districts to see if we can be of service, to see that they get the most out of their service and appliances, and to sell them on the idea of living totally electric. We also cooperate closely with area appliance dealers and distri-

*(Continued on Next Page)*

February, 1962



CASHIER Virgie Lee Papin, Lake Charles.



RESIDENTIAL SALES REPRESENTATIVE Earl Broussard, Lafayette, and Harry Hebert, Lafayette contractor.



HOME SERVICE ADVISOR Marilyn Davis, Baton Rouge, and Mrs. Hilda Landry, wife of Henry Landry, Baton Rouge.

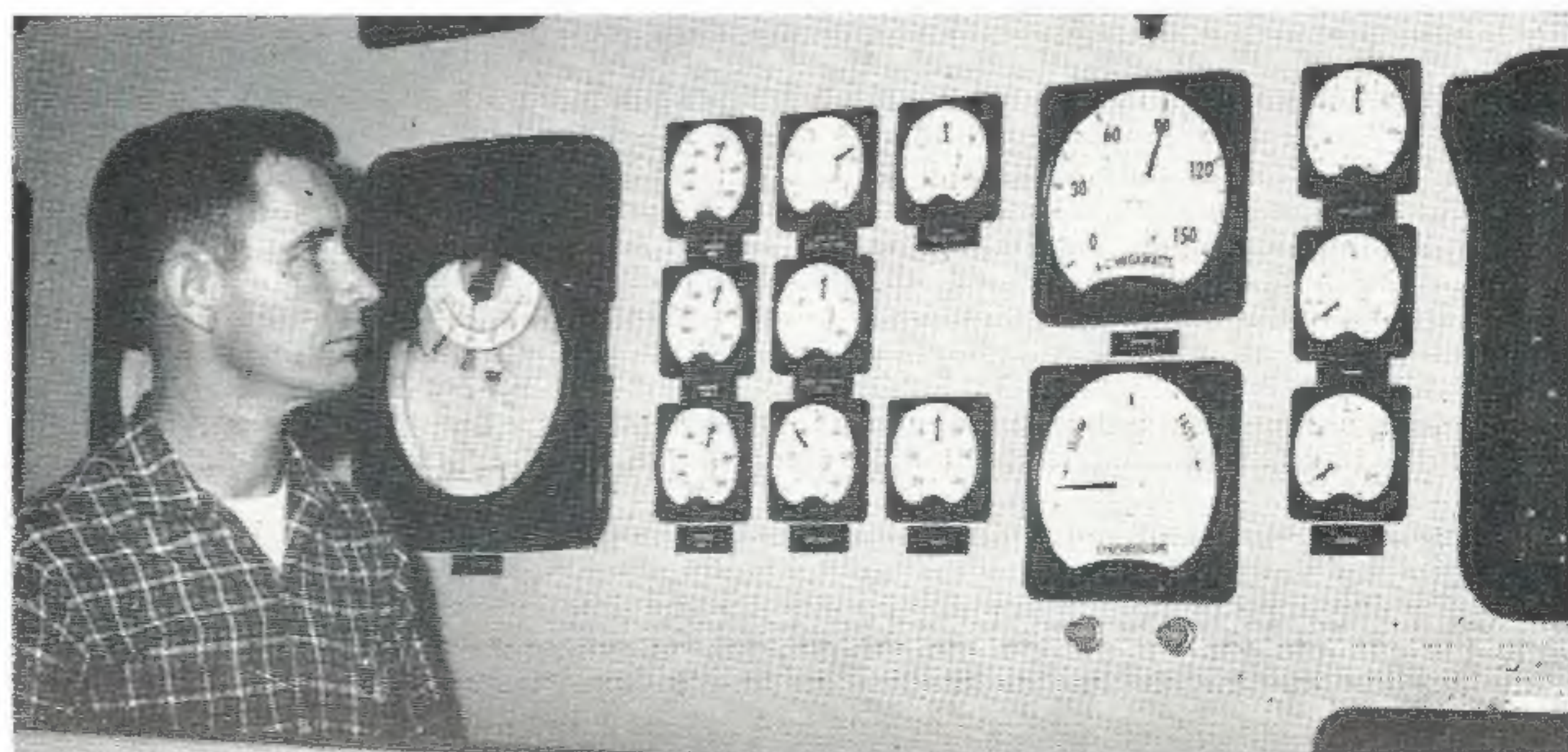


SAFETY-CLAIMS AGENT S. L. Stelly, Lake Charles.



METER READER Viva Courmier, Orange.

CONTROL OPERATIONS FOREMAN Clifford Chambers, Nelson Station.





(Continued from Page 5)

butors through our appliance merchandising plans, advertising and sales programs. And we work with builders in our Medallion Home Program. It is our job to make the home customers more conscious of the bargain they have in their electrical bill."

## Keeping Our Customers Sold

"Once our sales people get the appliances in the homes and schools," says Marilyn Davis, home service advisor, Baton Rouge, "We home service advisors take over and actually show the customers what their bargain buy can really do for them. We help our customers to use their appliances most efficiently. We are constantly selling our low-cost product in public demonstrations, school and home calls, dealer training classes, through our kitchen planning and advisory services."

Our services, like any other bargain, must be paid for. We must collect for the electricity we have produced and delivered to our customers.

This is just one of the jobs performed by the 522 employees of our Treasury Department. In addition they keep records, purchase supplies and equipment, maintain storerooms, arrange for insurance, and compile reports.

## A Job Done Efficiently

Mary Hudspeth, local office clerk, Dayton, Viva Courmier, meter reader, Orange, Virgie Lee Papin, cashier, Lake Charles, all feel that by doing their jobs as efficiently as they know how they help cut down on the costs that otherwise would not make our service a bargain.

There are 224 other employees who play an essential part in supplying our customers with the necessary service we produce and every one of them is aware that they are giving good service at fair prices.

S. L. Stelly, safety-claims agent, Lake Charles Division is one of these employees. It is Mr. Stelly's job to see that our employees are properly trained to work safely. An injured person is not a productive employee, just a costly item. And costly items, whether human or machine, add to our customers bills.

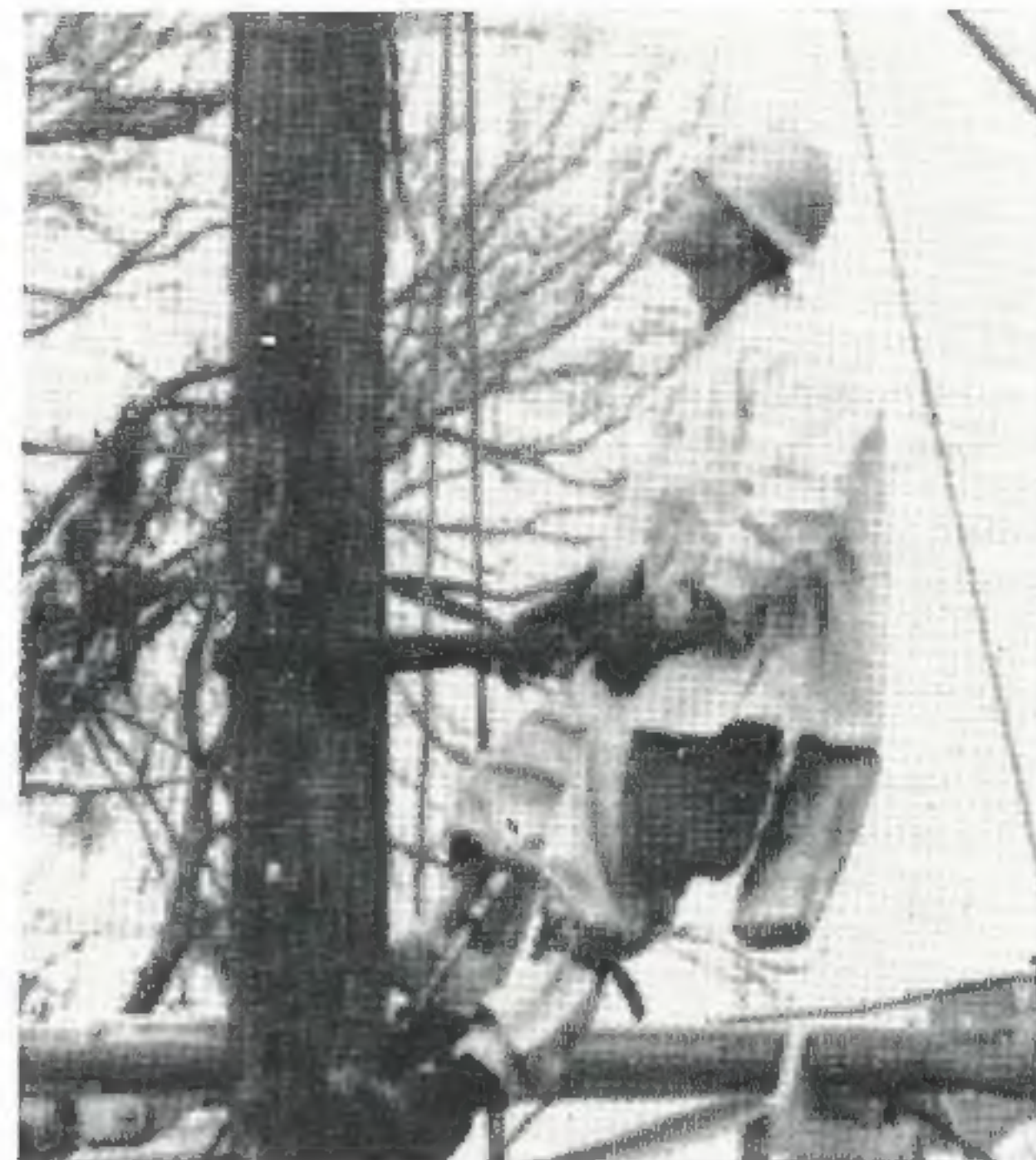
The Gulf Staters pictured on these pages are just a few of the more than 2,800 employees who make what would otherwise just be an advertising slogan a statement with true meaning.



SUPERINTENDENT A. J. Matherne, Willow Glenn Station.



ENGINEERS Stan Roby and Al Naylor, Beaumont.



LINEMAN FIRST CLASS Ross Reed, Liberty.



ADVERTISING WRITER Al Young, Beaumont.



LOCAL OFFICE CLERK Mary Hudspeth, Dayton.



LOCAL SUPERINTENDENT Ed Mathis, Sour Lake.

APPLIANCE REPAIRMAN Ray Cormier, Port Arthur.





"In the good ole days" — maybe  
so, but today we . . .

# Live Better Electrically

. . . for less

FILED away in desk drawers, trunks or even the family album are many mementos of other years—among them old bills. When they're electric bills, they offer an interesting comparison.

Emma Drue McMickin, System Engineering, Beaumont, found these old electric bills among the papers of an aunt, Miss T. Jackson, who, in 1924, lived at 373 Forrest in Beaumont.

The bills were prepared in March and July, 1924, by Eastern Texas Electric Company, a predecessor of our present Company which served the cities of Beaumont, Port Arthur and Nederland.

At our present residential rates, Miss Jackson's March 4 bill for 30 kilowatthours would run \$1.50, less than half what it cost her in 1924. The July 2 bill for 14 Kwh, at present rates of five cents a kilowatthour for the first 40 Kwh, would be about seventy cents, but today's customer would have to pay a minimum charge of \$1.10.

The first step of Eastern Texas Electric's metered lighting rate in 1924 was twelve cents per Kwh on the first 20 Kwh used per month while today's first rate step for residential use is five cents per Kwh for the first 40 Kwh. When Miss Jackson received these bills

**EASTERN TEXAS ELECTRIC COMPANY**  
BEAUMONT, TEXAS  
Office: 366 Liberty Avenue Hours: 8:00 A. M. to 5:00 P. M.

10185 20  
MISS T. JACKSON  
373 FORREST

MARCH 4 1924  
BRING THIS BILL WHEN PAYING

ELECTRIC SERVICE from JAN. 22 1924 to FEB. 20 1924

METERED LIGHTING			GEOS	CASH DISCOUNT	NET	
Meter No.	Present Reading	Previous Reading	CONSUMPTION			
	745	715	X 30 Kwh.	3.20	16	3.04
			X Kwh.			
			X Kwh.			
TOTAL LIGHTING						
PLAT RATE SERVICE						
MERCHANDISE						
DISCOUNT EXPIRES			AMOUNT OF BILL			
			ACCOUNT RENDERED			
			TOTAL AMOUNT DUE			

SEE REVERSE SIDE OF BILL FOR RATE

the minimum charge for service was fifty cents per month. This minimum bill allowed a customer to use slightly more than four Kwh, but our present minimum of \$1.10 will pay for 22 Kwh.

Today electric rates are lower and we can use more than twice as many Kwh for the same price paid in 1924. Yet, these old bills had an interesting feature—a cash discount. To encourage prompt payment, a five per cent discount was allowed on bills paid within ten days from date billed, provided there were no outstanding balances.

"Good old days?" Well probably nostalgia, cash discounts and free gifts with electrical appliance purchases, make them seem that way. But, our present day electric rates help us live so much better electrically than in 1924.

**EASTERN TEXAS ELECTRIC COMPANY**  
BEAUMONT, TEXAS  
Office: 366 Liberty Avenue Hours: 8:00 A. M. to 5:00 P. M.

10185 20  
MISS T. JACKSON  
373 FORREST

JULY 2 1924  
BRING THIS BILL WHEN PAYING

ELECTRIC SERVICE from MAY 22 1924 to JUNE 19 1924

METERED LIGHTING			GEOS	CASH DISCOUNT	NET	
Meter No.	Present Reading	Previous Reading	CONSUMPTION			
	833	819	X 14 Kwh.	1.68	.08	1.60
			X Kwh.			
			X Kwh.			
TOTAL LIGHTING						
PLAT RATE SERVICE						
MERCHANDISE						
DISCOUNT EXPIRES			AMOUNT OF BILL			
			ACCOUNT RENDERED			
			TOTAL AMOUNT DUE			

SEE REVERSE SIDE OF BILL FOR RATE

Metered Lighting Rate  
20 Kwh used per month 12c per Kwh

**Free With Every Percolator Purchased Until July 5th Only**

**1-2 Dozen 50 Year Guaranteed Overlaid Silver Teaspoons**

Enjoy cool comfort this summer. Make coffee the electrical way with no trouble and little expense.

**Special Sale Percolators \$8.50 up**

Small cash payment. Balance monthly on your light bill.

**Eastern Texas Electric Co.**  
BEAUMONT—PORT ARTHUR  
NEDERLAND

When the hour between 2 and 3, write down:  
2,000 kilowatt hours for the left-hand circle 80 kilowatt hours for the next circle  
300 kilowatt hours for the next circle 8 kilowatt hours for the right-hand circle  
2,396

Now, supposing that in taking the reading last month, the quantity shown was as indicated on the following dial—

Reading 2 3 4 5

Which reads 2342 Subtracting this from 2,396 gives 44 kilowatt hours as the consumption for the month.





**SELLING IN 1962.** E. L. Granau, right, vice-president and manager, Lake Charles Division, congratulates E. L. Robinson, vice-president and general sales manager, and the System Sales Staff following the presentation of the January Department Heads Meeting in Lake Charles. Appearing on the program were, left to right: L. V. Dugas, superintendent, Commercial and Industrial Sales; L. N. Brannan, supervisor of area development; Vic Gayle, superintendent, Residential Sales; F. F.

Johnson, superintendent of sales, Lake Charles Division; W. M. "Slim" Larkin, supervisor of industrial sales; Kenneth Sutton, director of advertising; Leonora O'Neal, home service director; Herschel Mathews, supervisor of advertising production and records; Dick Landry, lighting sales promotion supervisor; Jim Turner, supervisor of advertising; Joe DeJean, residential sales promotion supervisor; and Bill Richard, supervisor of commercial sales.

*In January Department Heads meetings key personnel learned that . . .*

## Selling Is Everybody's Job at G S U

"IN 1962 we're counting on sales help from all personnel — Engineering, Production, Transmission-Distribution, Treasury, Executive—as well as Sales."

This statement was made by all members of the supervisory staff of the System Sales Department before several hundred key personnel at Department Heads meetings in Beaumont, January 29, Baton Rouge, January 30, and Lake Charles, February 1.

Outlining the 1962 sales campaign were: L. V. Dugas, superintendent, Commercial and Industrial Sales; W. M. Larkin, supervisor of industrial sales; L. N. Brannan, supervisor of area development; Dick Landry, lighting sales promotion supervisor; Bill Richard, supervisor of commercial sales; Vic Gayle, superintendent, Residential Sales; Joe DeJean, residential sales promotion supervisor; Leonora

O'Neal, home service director; Ken Sutton, advertising director; Jim Turner, supervisor of advertising; and H. R. Mathews, supervisor of advertising production and records. E. L. Robinson, vice president and general sales manager, presided at the meetings.

### Sales Cooperation Asked

Mr. Dugas reviewed the accomplishments and progress of his department in load building during 1961. In citing the challenges of the new year, Mr. Dugas called for cooperation and individual participation from every Company employee regardless of work responsibility.

### Outlook for '62 Very Good

Mr. Larkin reported the outlook for 1962 is very good and estimated a

revenue increase of 16.6 per cent over 1961, or approximately \$4,500,000. He drew attention to the Monochem Inc. complex being built in Baton Rouge and expected major expansions at three other area plants. More personal customer contacts by industrial sales engineers and a continued vigorous advertising program are planned to stimulate additional sales, Mr. Larkin said.

### Area Development Stimulates Economic Growth

"Area development is our Company's basic means of stimulating and promoting the economic growth of our area both short and long range. It is essential for the expansion of sales opportunities in all of the Company's market," Mr. Brannan told the gatherings.



"Area development engineers help civic and business groups in the smaller towns in our service area with their industrial promotions, seeking to create off-farm job opportunities to help stem the migration from rural to urban areas," he said.

The department runs ads in national and regional publications calling attention to the Texas-Louisiana Gulf Coast area, and last year wrote letters to 72 prospects interested in our service area. In addition to the Company's participation in two statewide educational programs, area development engineers are called upon to give many programs throughout the year due to their close contact with local groups, Mr. Brannan said.

### **Our Largest Commercial Load—Lighting**

"Lighting is still the largest individual commercial load and, due to its excellent load factor, is responsible for more than half of our commercial revenue," Mr. Landry said. In 1962 his department plans to keep in close contact with all customers through a lighting sales promotion program which will stress modernization and lighting benefits.

Direct mail lighting pieces will continue to be designed to make friends and money for our Company by delivering useful lighting information to large and small commercial customers, Mr. Landry said. Included in the program are customer lighting clinics, local training and customer contact schedules and cooperation with sales allies.

The new higher lighting intensities, use of high voltage lighting systems, developments in high frequency lighting equipment and the relationships of lighting to heating and air conditioning make it more important than ever before to keep our customers correctly informed, he stated.

### **Commercial Revenue to Increase**

"We expect our total commercial revenue in 1962 to be \$22,384,300. This is a 9.7 per cent increase over 1961," Mr. Richard told department heads and sales personnel.

During the year clinics and live demonstrations in commercial cooking, electric heating, heat pumps and lighting are planned. Mr. Richard reviewed the wiring allowances and bonuses that are being offered customers and dealers to go electric, and spoke of our competition's strong sales effort in the commercial field.

### **Six Reasons for Residential Sales**

Mr. Gayle gave six reasons for having a Residential Sales Department: To increase usage in the homes we serve; to help persuade customers to spend money on electric appliances and service rather than new cars, boats and vacations; to persuade customers to buy electric rather than gas appliances; to fulfill the obligation to our customers of acting as a go-between for them and the appliance manufacturer, distributor and dealer; the majority of personal customer contacts are made by members of the Sales Department; and to plan and offer our employees "Live Better Electrically" program.

In offering proof that our residential sales program is paying off, Mr. Gayle reported our Kwh usage per home customer is higher than the regional and national averages. The new sales goal is 4,700 average annual kilowatt-hours to 267,195 residential customers for revenues of more than \$32,487,000.

### **Residential Sales Program**

Mr. DeJean noted two significant changes in this year's residential sales program. First, there are two specific campaign periods set aside for the range and dryer, and second, incentives are being provided for the customer to go into the dealer store and ask for electric.

The current dryer campaign will end March 31 and will be followed by one on ranges during April and May.

A combination campaign on these two appliances is planned for October and November, Mr. DeJean added. Dryer and free-standing range gift certificates will be offered customers in the campaigns and bonuses will be paid to dealers. Throughout the year, 28 per cent of the residential advertising budget will be devoted to dryers and 27 per cent to ranges.

Year-around promotions will be continued on electric water heaters, heating, heat pumps and Medallion Homes, including wiring allowances and participation in builder advertising of Medallion Homes, Mr. DeJean said. Promotional aids are also planned for residential lighting and to assist dealers.

### **Home Service Promotion**

The purpose of the Home Service Department is to promote the greater use of electricity in the home and to build good public relations for the company, Miss O'Neal stated. The

home service advisors attempt to call on every Gold Medallion homeowner and as many new range customers as possible to assist the homemaker on the use and care of all her electrical appliances and on lighting.

The school program carried out by the department is designed to give the customers of the future first-hand experience with electric cooking. The 225 home economics laboratories of the public and parochial schools we serve are furnished with 450 up-to-date electric ranges, Miss O'Neal said. Last year 595 planned demonstrations were given for 13,000 students, and each month 20,000 copies of the "How to Make" recipe leaflets are given to teachers to be distributed and taken home by the students.

In addition to school demonstrations, programs are presented for organized clubs, public audiences, employees and youth groups. Still another type of demonstration is one designed to train dealers and their salesmen on the benefits and superiority of electrical appliances.

Kitchen planning is one of the most important functions of the department, Miss O'Neal said. The results of such planning are sales of water heaters, dryers, disposals, dishwashers and other appliances not originally planned, as well as more and better lighting and wiring. She asked that Gulf Staters encourage friends and relatives to take advantage of the service offered by her department in appliances, demonstrations and kitchen planning.

### **Advertising Sells Our Product**

"Advertising is the most economical way ever devised to make a friendly and selling public call on all of our approximately 300,000 customers," Mr. Mathews told the groups. He stressed the fact that the advertising budget is being stretched to cover a wide variety and large number of mass communications media and asked cooperation in helping to place the advertising dollar where it can do the most good.

### **Advertising, A Vital Force**

Mr. Turner reminded the gatherings that advertising is not only a vital force in the Company's sales and progress, but has the equally important mission of selling the Company itself to the public we serve.

"Without advertising, corporations are mute," he said. "They have no way of informing the public of how we live up to our pledge: 'Keeping our electric service your best bargain is everybody's job at GSU.'"





**SCHOOL OF TOMORROW, TODAY.** Attracting much attention from school administrators, architects and contractors is the new Forest Park High School of the South Park Independent School District in Beaumont. The windowless exterior design and versatile, multipurpose

interior incorporates a new concept in education called Environment for Learning. This concept was developed by Goleman & Rolfe architects and engineers of Houston in a study sponsored by the Carrier Corporation. The school opened last September.

*In Beaumont latest architectrial and electrical advances are combined in EFL to make South Park's new Forest Park High School . . .*

## The School of Tomorrow -- Today!



**WORK AREA.** This biology laboratory typifies the school's science rooms. Individual work table lamps supplement general lighting. Non-load-bearing partitions make future room expansion or contraction easy and economical.



**TRAFFIC AREAS.** Traffic moves rapidly without congestion through the school's wide corridors. The compact, rectangular design of the building reduces distance traveled between classes to a minimum.



**EFL — ENVIRONMENT FOR LEARNING** — a bold, revolutionary concept in school design has been embodied in the South Park Independent School District's new Forest Park High School erected on the rapidly growing west side of Beaumont. The school, capable of ultimately accommodating 1,200 students, is in its first year of operation.

The atmosphere, or environment, within the windowless new school is controlled almost entirely by electricity. Those who work and study there are dependent upon artificial lighting, and are kept in a comfortably constant 75-degree temperature by a 238-ton electric air-conditioning unit designed for maximum simplicity and economy. The well-insulated building was planned so that when fully occupied and under usual winter weather conditions, the heat from the lighting system combined with that generated by the students themselves is more than sufficient to heat the compact structure.

And in the carefully planned all-electric kitchen, which includes such electric heavy-duty cooking equipment as ovens, ranges, steamer and fry kettles, waste motion is done away with. Electric refrigerators and electric hot food tables help kitchen personnel serve meals to hungry students during lunch periods.

South Park's school board, did an about face on what has been considered modern in school design when they accepted the architect's futuristic plans. The old concept of natural ventilation and a mixture of natural and artificial lighting, with its inherent problems of use of land, site orientation, plan selection, room arrangement, light control, sound control and structural design, was laid aside.

Keeping in mind that modern technology makes practical a school building that can create and control its own internal environment, the architect was able to base his design solely on educational needs and aims of pupils and teachers. Therefore, the EFL concept, according to the architect, is aimed at helping to solve what many school administrators agree are the most pressing secondary school problems:

- 1) Passing on to pupils a tremendously expanding body of knowledge.
- 2) Attracting and holding highly qualified teachers.
- 3) Preparing for the tidal wave of students who will reach secondary school age in the 1960's.
- 4) Adapting programs, personnel and facilities to new educational methods and techniques as they are developed and approved.
- 5) Operating within barely adequate budgets.

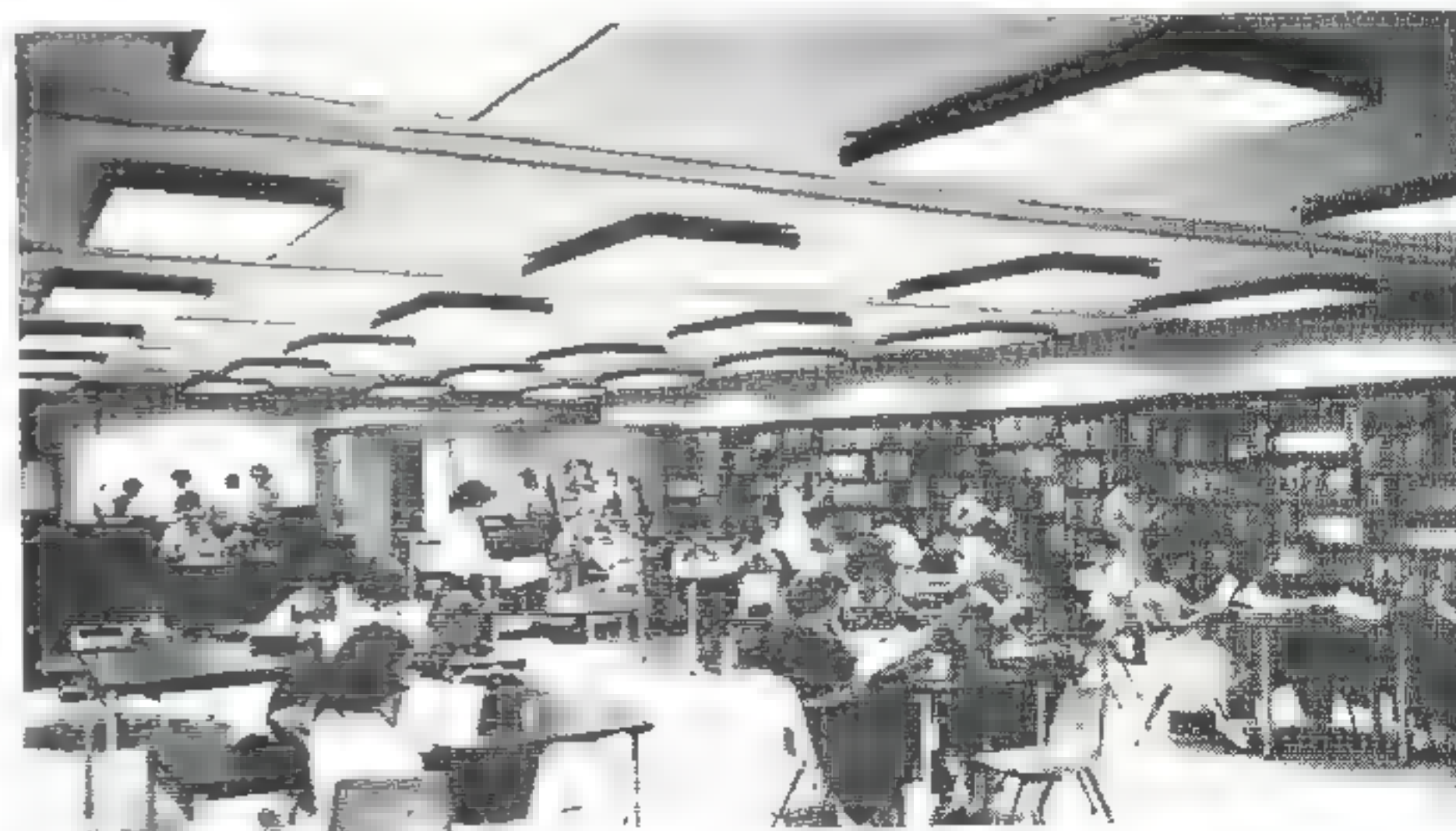
The EFL building concept lowers the initial cost of the school plant while increasing academic advantages. In fact, it is estimated that first costs could be reduced up to 20 per cent over the modern conventional school building. It is anticipated that operating costs will be slightly higher, but the combined costs of owning and operating over a 20-year amortization period will be lower for Forest Park than for a conventional school of comparable size.



**HUNGRY STUDENTS.** Located in the student center area is a snack room equipped for quick short-order service. An all-electric kitchen with heavy-duty cooking equipment and electric hot food tables helps kitchen personnel serve good, well-balanced meals to the hungry students quickly and efficiently during lunch periods. The adjacent student center, ordinarily used as a auditorium, can be converted to a cafeteria during lunch hours to seat 400 students.



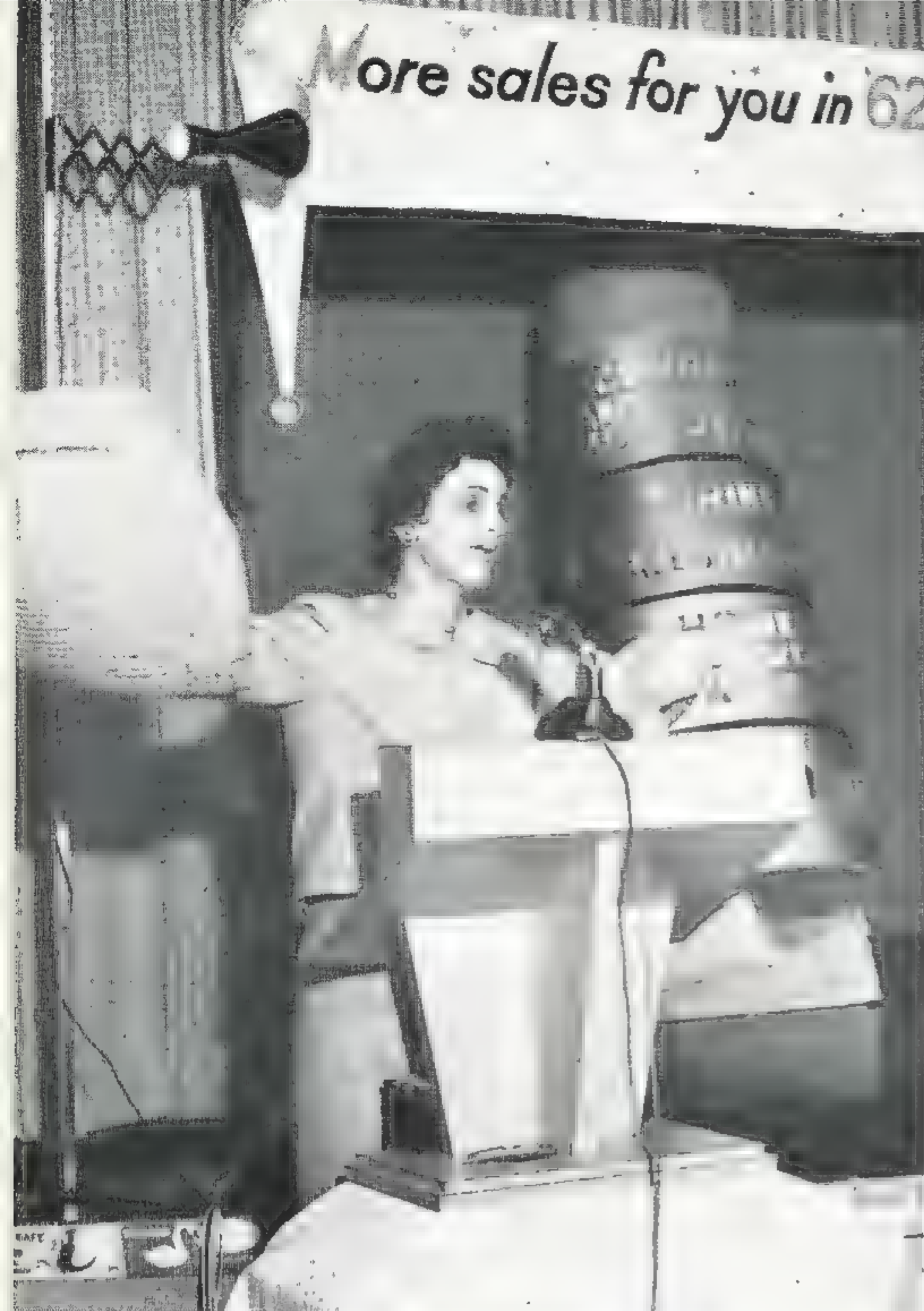
**WELL LIGHTED CLASSROOMS.** Classrooms, accommodating 1,200 students, are located in a central core to eliminate unnecessary "between-class" travel. Each of the smaller classrooms accommodates 30 pupils while each of the two large group instruction areas (in this picture) will accommodate up to 150 pupils. A typical classroom, with 70 footcandles of fluorescent illumination, is completely flexible in seating arrangement for highest instructor-student efficiency.



**LIGHT FOR READING.** Surface mounted fluorescent lighting fixtures provide an average of 50 footcandles of light for reading ease throughout the colorful, tastefully decorated library.



*More sales for you in '62*



"THIS ONE WAS DRIED ELECTRICALLY!" Leonora O'Neal, home service director, Beaumont, previews the demonstration her home service advisor staff will present during our current dryer campaign before a group of area appliance dealers attending one of the 1962 sales kick-off meetings.

*Over 400 area appliance dealers  
and their sales personnel learn  
at 1962 sales kick-off dinners  
how they can write up . . .*

## More Sales In '62

*. . . with the help of GSU*

**M**ORE than 400 appliance dealers in our service area and their sales personnel learned how our Company's Residential Sales Departments will help them make more sales in 1962 at sales kickoff meetings in Beaumont, Baton Rouge, Lafayette and Lake Charles last month.

Presenting the 1962 promotional program were Vic Gayle, superintendent, Residential Sales; Joe DeJean, sales promotion supervisor; and Leonora O'Neal, home service director.

### 1961 Was A Good Sales Year

"During 1961, 11,052 ranges, 3,270 water heaters, 6,580 dryers, 972 heat pumps and 2,501 medallion homes were sold," Mr. Gayle told the dealers. "During 1962 we expect to sell a quota of 11,000 ranges, 3,000 water heaters, 6,300 dryers and 1,000 heat pumps."

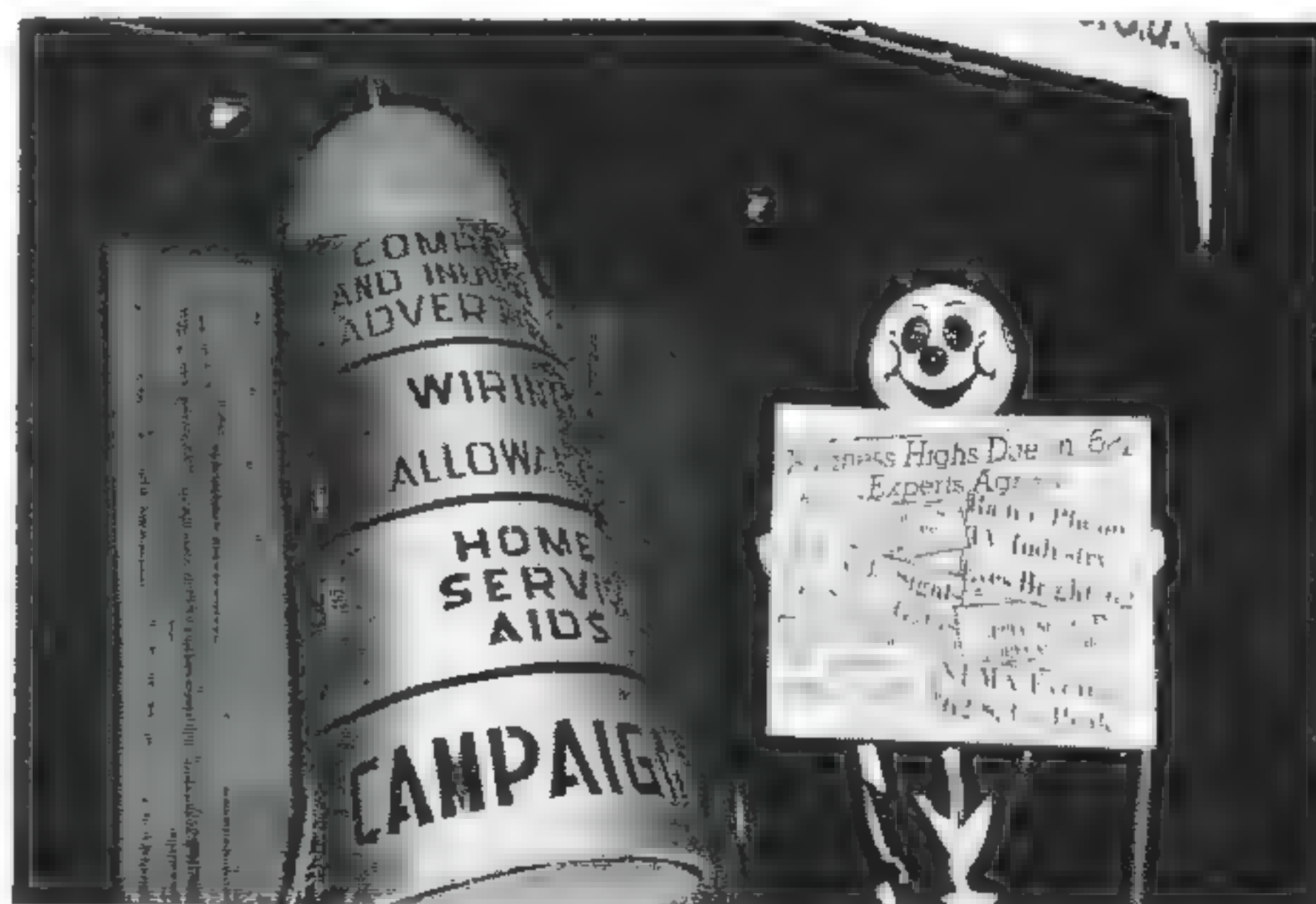
Our Company will help dealers make these sales through our various home service programs—dealers' training meetings, public demonstrations, home and school calls—paying wiring allowances on ranges and water heaters, and Company and national advertising.

"These sales will amount to a total of around \$4,570,000 throughout the Gulf States system," Mr. Gayle said.

### Dryer Campaign Explained

Mr. DeJean explained our Company's flameless electric clothes dryer campaign during which a \$20 cash saving is offered to any customer on Gulf States lines on the purchase of any brand, 230-volt electric dryer or combination washer-dryer. The campaign is running for a ten-week period ending March 31.

Miss O'Neal presented a demonstration of the electric dryer during the program and explained how the 17 ladies on her home service advisor staff will schedule public demonstrations for the dealers during the dryer campaign.



**REDDY PRESENTS.** Reddy Kilowatt assisted the Residential Sales Department in presenting their 1962 sales program before appliance dealers and their sales staff at meetings in Beaumont, Lake Charles, Lafayette, and Baton Rouge last month.





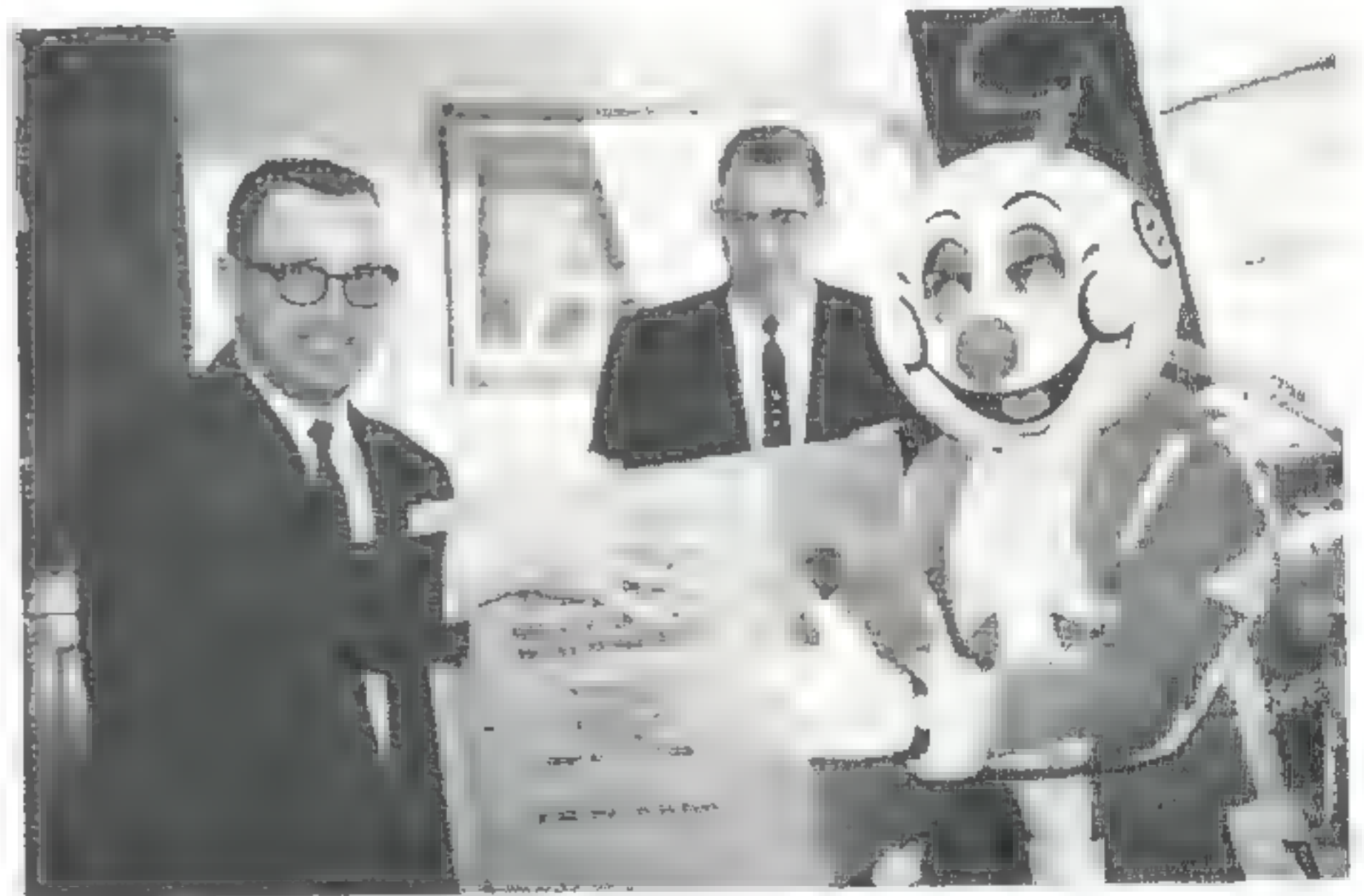
**BONUS WINNERS.** Appliance dealers from the Lake Charles area receive their 1961 sales bonuses from Reddy Kilowatt.



"1961 WAS A GOOD SALES YEAR, BUT IN 1962 . . ." Vic Gayle, superintendent of System Residential Sales, reviews the 1961 sales quotas for the dealers and tells what our Residential Sales expects to do during 1962.



"NOW TO GET THIS THING OFF THE PAD." Joe DeJean, residential sales promotion supervisor, Beaumont, explains our current electric clothes dryer campaign and other sales promotion campaigns to area appliance dealers.



**DOOR PRIZE WINNER.** Reddy Kilowatt presents Ulysee Segura, salesman for D. H. Castille, Inc., Frigidaire dealer in New Iberia, with the door prize at the Lafayette meeting as Charlie Gary, sales supervisor, Lafayette, looks on.

**BATON ROUGE DEALERS.** This large group of appliance dealers and their sales personnel turned out to hear our Residential Sales Department present the 1962 sales program at the Baton Rouge meeting.





# ECAP ADVERTISING

. . . will tell the investor-owned electric industry's story in 1962

**H**IGH in an office in Philadelphia's Ayer Building, an advertising copywriter sits before a typewriter carefully building, discarding and rebuilding sentences on a sheet of paper. Nearby, an artist at a drawing board works at illustrating the writer's copy theme. The advertisement these men are working on will be seen by you, your boss, your next door neighbor, the English teacher in your local high school, the editor of your local newspaper, a farmer in Kansas, a senator in Washington, D.C., sometime this year in one of 18 national magazines.

The advertising writer and the artist are working on one of N. W. Ayer & Son's most important advertising accounts, ECAP (it stands for Electric

Companies Advertising Program) which is responsible for ads with the familiar signature: Investor-Owned Electric Light and Power Companies.

Each year, millions of people are exposed to the arresting and distinctive art treatments, the clear-cut, persuasive copy in ECAP ads, such as you see on these pages. These ads create a picture of an electric industry that is nation-wide in scope and responsibility—uniquely capable in the field of power—an industry that is willing and able to accept the entire responsibility for the nation's power needs today and in the future.

For a company the size of ours, the cost would



Will you leave these freedoms to your children?

## INTERCONNECTING AND POOLING:

### GIANT CONNECTING LINKS—KEY TO VAST POWER TODAY AND FOR THE FUTURE

America has such links right now, due to the forward-looking investor-owned electric light and power companies. It is many times faster.

The investor-owned companies are now building a vast program of power transmission expansion. This program includes new ultra-high voltage lines—among the most powerful in the world—and it will be ready to meet any demand for electricity anywhere in the nation.

Also, our investor-owned electric companies pioneered in interconnecting transmission lines and pooling power sources more than 40 years ago. Today, their transmission networks are in every section of the country. These networks include 130,000 miles of lines connecting billions of dollars worth of plants.

The new plants and lines are being built through an ever-expanding program that means we can work better. Still more communities, bigger areas and groups of states will share in the fruits of "power pools." The new heavy-duty

ultra-high voltage lines will link coast to coast in the most flexible and resourceful power system the world has ever known.

The networks carry electricity from New England to Texas if need be. From the tip of Florida to the Great Lakes. Almost anywhere.

Such pooling helps keep rates low, because an owner in a pool can benefit from the savings of the newest, most efficient plants. Service becomes more dependable, if one plant is shut down by an emergency, others can instantly send power in.

Interconnecting and Pooling of power on a ever-growing scale is another example of performance and planning by the investor-owned electric light and power companies.

It is just part of their nationwide program to increase America's electric strength.

The nation can depend on these companies. They will be ready to meet the additional power needs of the future.

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

November 9, 1961  
November 12, 1961  
November 18, 1961



be prohibitive to get the attention of the nation in Reader's Digest, Look, The Saturday Evening Post (this year ECAP ads will appear in these three publications 12 times, reaching three-fourths of the households in the U.S.) plus the many other national magazines. That's why we, and 103 other investor-owned power companies, pool our money and speak through one, unified national voice—ECAP.

This voice speaks to opinion leaders, businessmen, clergymen, professional people, store owners on the issue of government competition, pointing out the inequalities between the operation of shareholder-owned power companies and government power projects in the areas of management, taxes and interest on plant investment. It speaks to farmers and tells them how investor-owned power companies are helping to improve their way of life. It speaks to homemakers and points out the steadily decreasing unit cost of electricity and its steadily increasing value as a factor in better living. It's a voice that constantly makes new friends and keeps old ones.

Today, few people look on the shareholder-owned, business-managed electric companies in the U.S. as a nation-wide, closely knit electric utility industry. Nor do they give the industry the same high recognition for accomplishment and attitude as they do their own home town companies. Again, this is where ECAP comes in. This year, its advertising

will stress the relationship of local companies to the entire industry, the sharing of know-how, the pooling of resources between companies, particularly in the area of power supply.

One of the unique facts about ECAP itself is that it has no headquarters, no offices, no executive or traveling secretary, not even any letterheads. Nor does it have any boss. It belongs to the participating companies and they direct it in meetings to which all participants are invited.

Starting with 52 participating companies and a \$35,000 budget in 1941, ECAP today has 103 participating companies and an annual budget of \$2 million. Each of the companies is charged its share on a per-customer basis, and each participating company cooperates in the administration of ECAP.

A copy group, composed of representatives of the various companies, reviews and selects advertisements prepared by ECAP's advertising agency, while management and finance groups supervise the policy and fiscal affairs of the program.

ECAP is getting results. The program today is bringing real benefits in public understanding to the electric industry on the national level and the local company on the community level. However, there is still much to be done, and this is what ECAP is working on.



**FLORIDA:** Kenneth Schulz, 19, is shown in the foreground, looking at the camera. In the background, a large electrical structure is visible, likely part of a power plant or transmission line.

**WASHINGTON STATE:** Harry H. Huxley, 24, is shown in the foreground, looking at the camera. In the background, a large electrical structure is visible, likely part of a power plant or transmission line.

**Electric irrigation works for farmers 2901 miles apart**

Kenneth Schulz, 19, is shown in the foreground, looking at the camera. In the background, a large electrical structure is visible, likely part of a power plant or transmission line.

Harry H. Huxley, 24, is shown in the foreground, looking at the camera. In the background, a large electrical structure is visible, likely part of a power plant or transmission line.



**VIGILANT EYES UNDER THE SEA** help guard America's defense lines aboard Nautilus—world's first atom-powered submarine. The nation is far better off to have such defense costs billions. The nation is far better off to have such defense costs billions. The nation is far better off to have such defense costs billions.

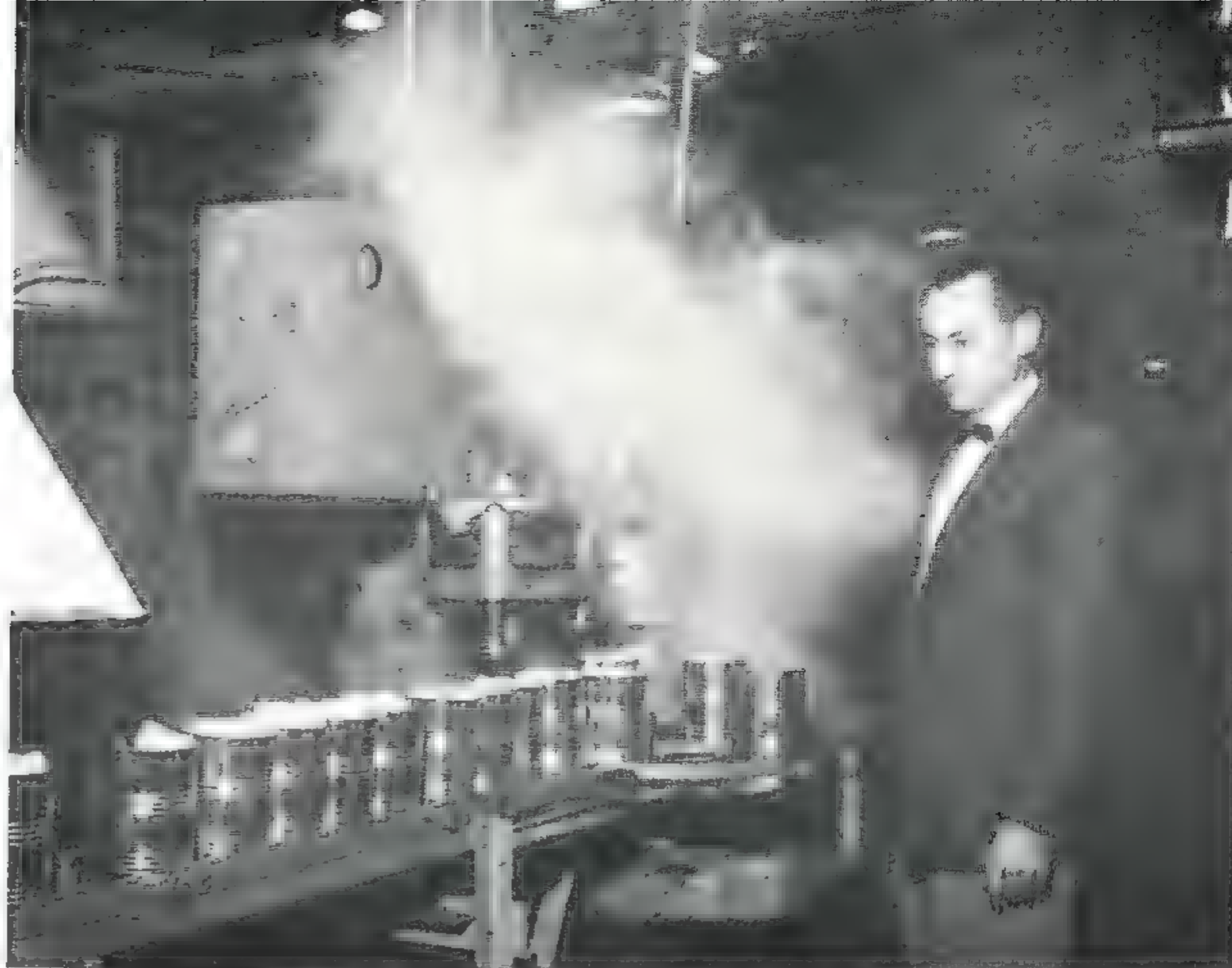
There is no need to spend your tax money for more power plants. The nation is far better off to have such defense costs billions. The nation is far better off to have such defense costs billions. The nation is far better off to have such defense costs billions.



*During 1962, our area  
development engineers  
will work with  
community leaders to  
attract industries  
which stimulate  
the economic growth  
of our rural service  
area. They will continue to  
help existing  
industries, such as  
Princeville of St.  
Francisville, canners  
of . . .*

## **YAMS—Louisiana's Most Honored Sweet Potatoes**

*. . . receive the most  
service for their  
electrical dollar.*



**HOT POTATOES.** Dick Krouse, area development engineer, Baton Rouge Division, is almost enveloped in a fog as steaming sweet potatoes move along the assembly line at Princeville, one of the state's largest sweet potato canning factories at St. Francisville. At Princeville, electricity provides the "muscle" for most of the work involved in converting the lowly sweet "tater" into that Southern table delicacy—the yam.

**I**N gourmet-conscious Louisiana, sweet potatoes are "taters" but yams, well, man now you're talking about a delicacy!

The Louisiana sweet potato, or yam as it is more commonly called, has long been a Southern table favorite, especially when pork is included on the menu. Transportation improvements and development of processing facilities during the past twenty years have made it possible for folks from other states to try this delicious tuber and its popularity is spreading at an ever increasing pace.

In Louisiana, the yam industry is a sizeable operation. The foodstuff is processed for marketing in nearly every state in the union. Princeville, one of the state's largest sweet potato canning factories, is located in our Company's service area at St. Francisville.

This firm is owned by the Truitt family and is one of about 15 sweet potato processing plants in Louisiana. The company was founded 16 years ago and now cans yams for 100 to 150 different companies, processing enough potatoes in three months to last their customers the remainder of the year. Their best known brands are Royal Prince, Jack O'lantern, Princella, and Kay-Jun Beauties.

This modern assembly line plant employs some 700 workers in two shifts when operating at capacity.

Electricity provides most of the "muscle" to operate the many conveyor lines which are used for everything from unloading empty cans from delivery trucks to putting the processed sweet potatoes into boxes for shipment. The numerous electric motors used in the plant have a combined load of 299 kw.

E. I. Daniel, plant manager, said, "We contract a major portion of the yams we purchase, arranging in the spring with some 300 growers for fall delivery of their yams. During the growing season we usually visit these growers two or three times to observe how their crop is progressing and to get an idea of the yield and quality of yams we can expect."

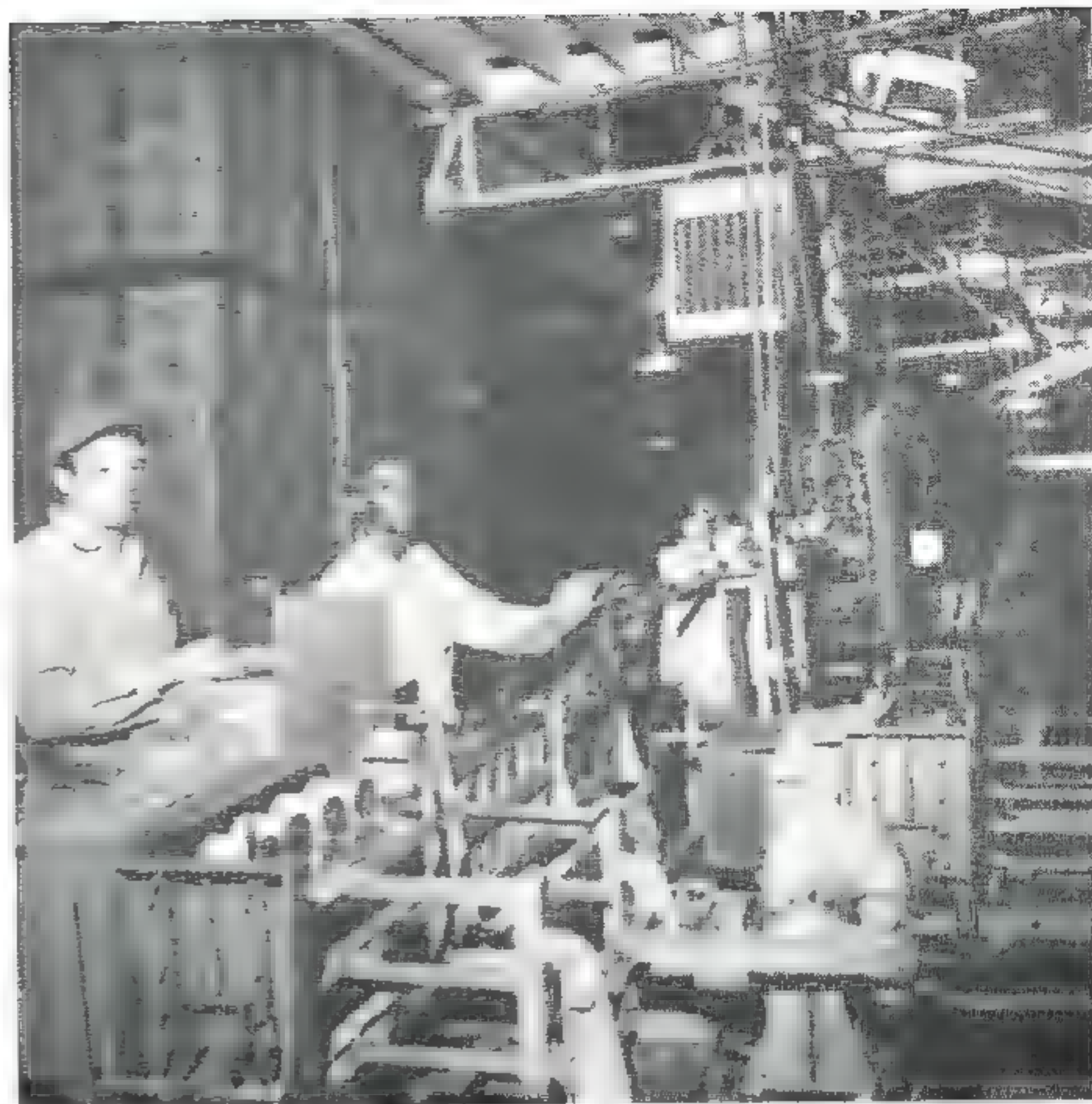
At Princeville, choice sweet potatoes are canned whole, as halves, and uniform cuts. Small potatoes are mashed and canned for use in sweet potato pie or for serving as mashed sweet potatoes covered with butter or marshmallows.

The yam is like the pig which has no waste parts except the squeal. All peelings and other "waste" parts of the yam are dehydrated and ground into cattle feed for herds owned by the Truitt family. "This utilization," Mr. Daniel said, "reduces commercial feed costs and provides for complete usage of the yams or potatoes we purchase."





**YAMS UNLOADED.** Yams, or sweet potatoes, are brought to the plant in crates from farms where they were grown. Workers empty these crates into a potato washer at a horn signal coming from inside the canning plant. Capacity of this washer is 12 crates per minute.



**CANS UNLOADED.** Cans of various sizes are unloaded from trucks, which brought them from the factory, by means of a conveyor system that carries them through the plant to the point of use—the particular canning line where that size can is being used.



**FROM WASHER TO SORTING LINE.** After potatoes have been washed, they are conveyed through a hot caustic bath which loosens the peel. Potatoes are then carried to a peeler where the peel is removed by water jet. Freshly peeled potatoes are then dumped into a sorting line (above) where they are sorted as to size before canning. Electric motors boost production throughout the plant.



**CANNING LINE.** On the main canning floor, women trim and sort sweet potatoes for size, placing potatoes in cans brought from trucks or second floor storage. After cans are filled with potatoes they pass through a half sugar and water solution before being sealed. A combination of corn and cane sugar is used and when the plant is running two shifts, around 80,000 lbs. of sugar are consumed a day.



# All - Electric Home Showing



OPEN HOUSE VISITORS. Vincent C. Moss, president, Home Builders Association of Southwest Louisiana, Inc., greets visitors at the door of a total electric Gold Medallion home which was open for inspection during November and December. Our Company cooperated with the Home Builders Association in putting on the home show. During the showing the home was visited by over 8,000 persons, some of whom are shown below.



*. . . year-around promotions  
like this will continue  
in 1962 to persuade our  
customers that electric  
living is better living.*

THE employees of the Lake Charles Sales Department worked very hard alongside the members of the Home Builders Association of Southwest Louisiana to make a great success of the open house held at a model home sponsored by the Association. The letter below was sent to Ernest Little, supervisor of residential sales, and his staff in appreciation of their efforts.

Dear Mr. Little:

The Home Builders Association of Southwest Louisiana Inc., myself as President and Mrs. Betty H. Geer, Executive Vice-President, would like to take this opportunity to personally thank you and ALL of the members of the Gulf States Utilities Co. for working so diligently with the members of our Association on our Model Home project.

There is no doubt that this Show Home has made a great contribution toward stimulating the desire for new homes in general and particularly Gold Medallion Homes, in this area.

We estimate that approximately 8,000 persons were visitors to the Model Home for the period November 26 thru December 23, 1961.

Without the cooperation and assistance of you and your staff, this project would never have materialized, let alone been the success that it was.

With best regards and wishing you and yours a prosperous New Year, I remain

Sincerely,

Vincent C. Moss  
President

Home Builders Association  
of Southwest Louisiana, Inc.



employees again issue . . .

## A CHALLENGE

. . . to all other divisions'

employees to set a new

safety record in 1962

"WHEREAS, the Gulf Staters in the Lake Charles Division through their renowned Safety Representative, the great Troce Clair Stelly, did, at the beginning of the year 1961, issue a safety challenge to the other four Divisions of Gulf States Utilities Company to wit: that the Lake Charles Division would attain the best safety record within the year 1961 for the entire Company; further, that if they failed to attain the best safety record of any of the Divisions within Gulf States Utilities Company, they would fly the banner of the winning Division throughout the year 1962 with great humility.

WHEREAS, the safety records of the five Divisions of Gulf States Utilities Company were totaled at the end of the year 1961, and these scores clearly indicated that the Baton Rouge Division, with a zero frequency rate, won top honors within our Company.

WHEREAS, a ceremony was held at which the great Troce Clair Stelly hoisted not one but two safety banners: one proclaiming the Baton Rouge Division the winner and the other proclaiming the Lake Charles Division the loser.

WHEREAS, the Lake Charles Division Gulf Staters recognize and honor the superior safety performance of the Baton Rouge Division for the year 1961.

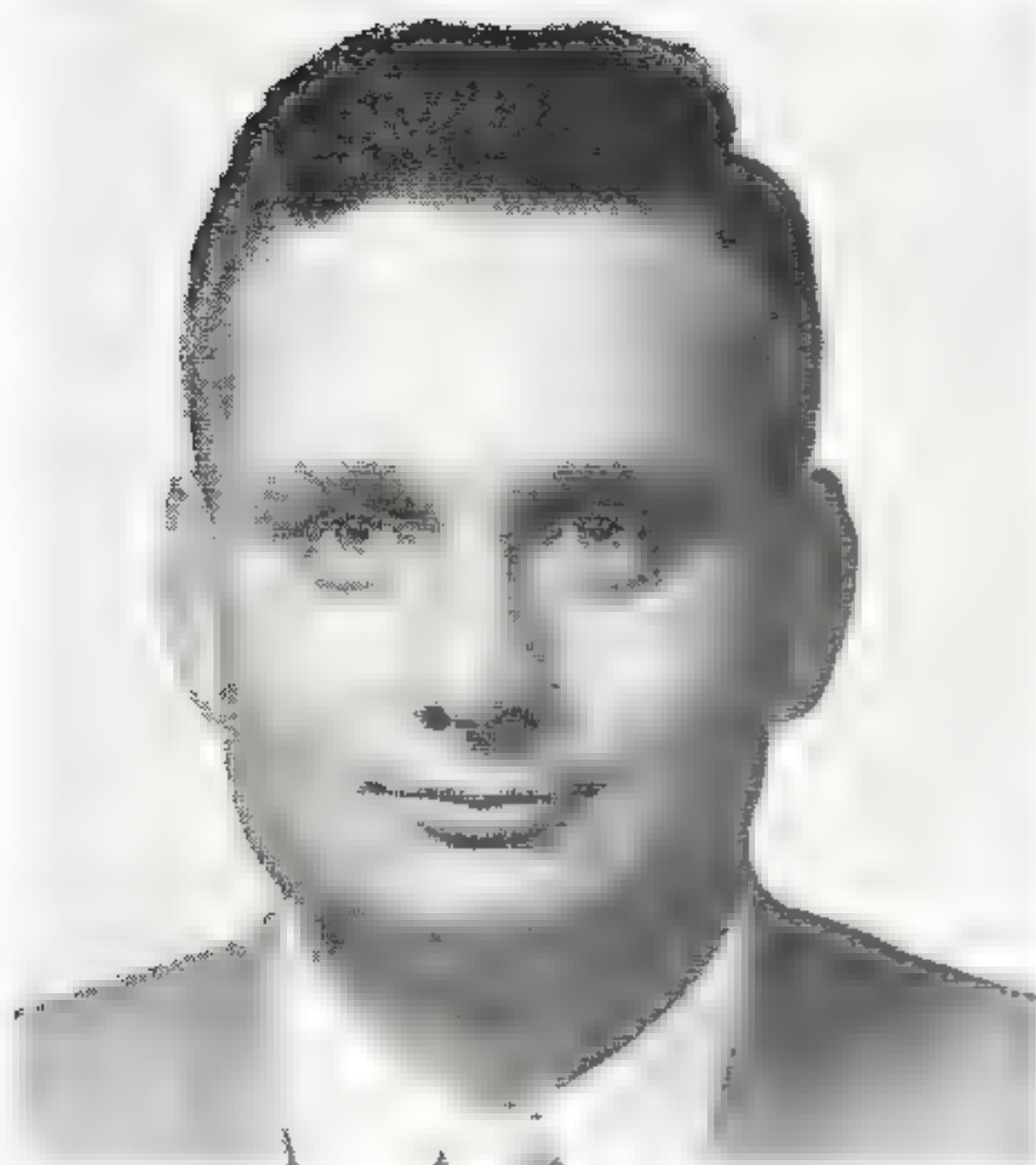
THEREFORE, be it known that the great Troce Clair Stelly acting on behalf of the Lake Charles Division Gulf Staters again issues another safety challenge for the year 1962, to wit: that the Lake Charles Division will beyond a doubt turn in the best accident prevention safety performance for the year 1962."



FLAG FLYING CEREMONIES. Last March S. L. Stelly, left, safety-claims agent, Lake Charles Division, issued a proclamation on behalf of all Gulf Staters in the Lake Charles Division, challenging the other four divisions on their safety qualifications. On December 31, "Troce Claire" Stelly reluctantly congratulated T. O. McKnight, safety-claims agent, Baton Rouge Division, on Baton Rouge's perfect safety record. After raising the Baton Rouge banner and half-masting the Lake Charles banner, Mr. Stelly issued the same challenge for 1962.







Mr. Norvell



Mr. Robinson

## New Superintendents Named For Silsbee, Woodville

**VIC NORVELL** has been named district superintendent at Silsbee and Frank J. Robinson local superintendent at Woodville, it was announced by Rex E. Lee, Beaumont Division manager.

Mr. Norvell steps into the post held by the late Lamoyne Goodwin, longtime Gulf Stater and superintendent at Silsbee who died January 9 in a Beaumont hospital. For the past five years Mr. Norvell has been local superintendent at Woodville.

Mr. Robinson served since 1954 as commercial sales representative in the Cleveland and Conroe Districts. Mr. Norvell's promotion became effective February 1 and Mr. Robinson's on February 16.

Mr. Norvell came to work for our Company in November, 1948 and in September, 1949 was named agricultural engineer in Navasota. He was promoted to local superintendent in Woodville in December, 1956.

An Air Force veteran of World War II and the Korean War, Mr. Norvell holds a BS in agricultural engineering from Texas A&M. He is married and has two children.

Mr. Robinson began his career with GSU in the ice department at Huntsville in 1938 while attending school at Sam Houston State College. In 1939 he began work with the Hunts-

ville Line Department, was transferred to Cleveland as a serviceman in 1946 and was made residential salesman in 1950. All of his service has been in the Navasota Division.

Mr. Robinson was graduated from Sam Houston with a bachelor of science degree. He is married and has three children.

Both Mr. Norvell and Mr. Robinson have been active in civic and community affairs in their areas.

## GSU Cooperates In Electrical Farm Award

**O**UR Company cooperated with three other Louisiana investor-owned electric utility companies in a \$300 electrical award presented last summer at the Louisiana Vocational Conference in New Orleans to E. E. Summers, vocational agricultural instructor at Winnsboro.

As winner of the award, Mr. Summers, with three members of the Winnsboro Chapter, Future Farmers of America, attended the national FFA convention in Kansas City.

"To the four electric companies I wish to offer many thanks," Mr. Summers said in a recent report to the Louisiana state FFA office. "They have helped the public school system very much in cooperating in many worth-while projects, especially in vocational agriculture."

"I sincerely hope that companies of this type, and others as well, can continue to operate as a free enterprise without government control and without government competition."

Other companies participating in the electrification awards program were Louisiana Power and Light Company, Southwestern Gas and Electric Company and Central Louisiana Electric Company.

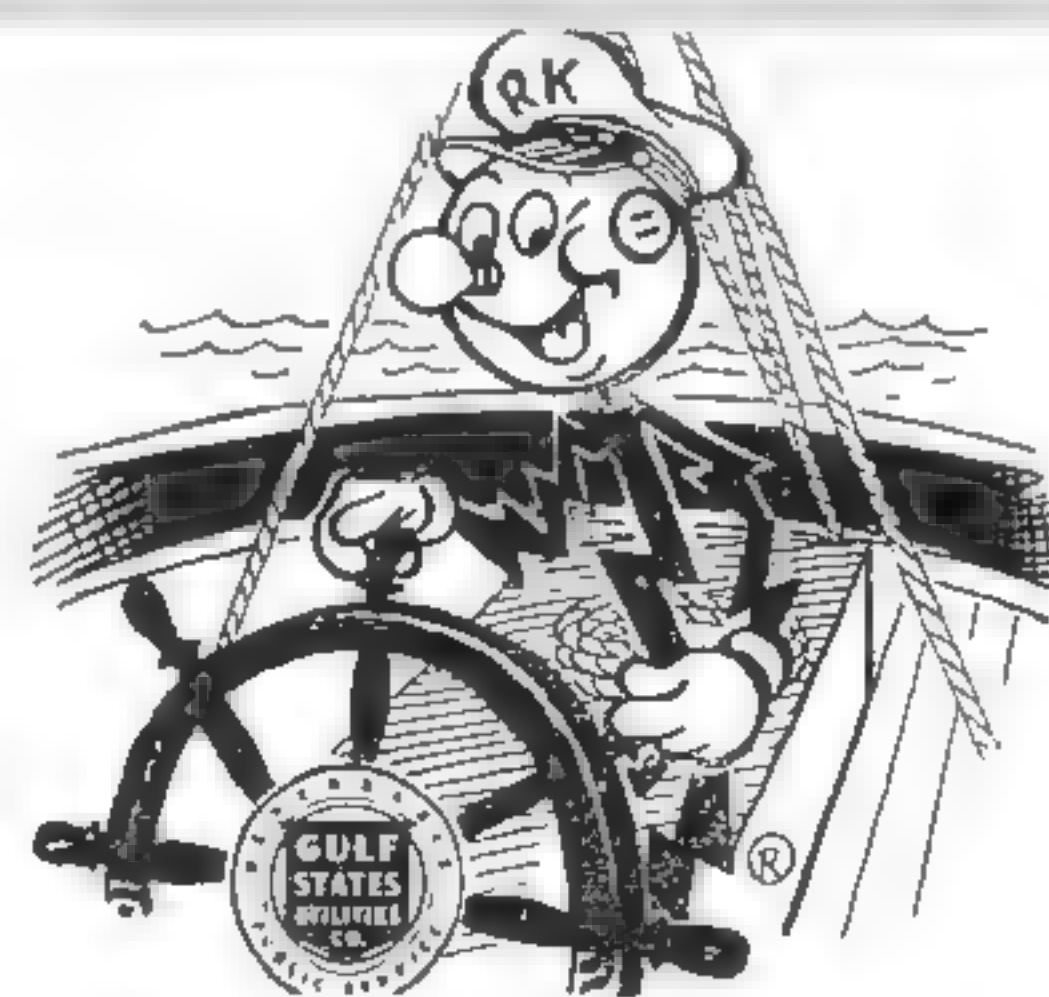
## Welcome Aboard

### NEW EMPLOYEES DECEMBER

Carl D. Rushing  
Howard A. Deapo  
Mark W. Schiesler  
Kathleen F. Hanson  
Helen M. Roe  
Phillip C. Rogers  
Neva S. Helton  
Betty A. Ellisor

Baton Rouge  
Lake Charles  
Beaumont  
Beaumont  
Beaumont  
Beaumont  
Corrigan  
Cleveland

Production-LaSta  
Appliance Repair  
Engineering  
Purchasing  
System Billing Records  
Collections  
Local Office  
Local Office





# Salesmen - of - the - month



W. M. Ingwersen  
Mid-County



Joseph T. Lane  
Baton Rouge



Ray Pace  
Beaumont



Virgial Fuselier  
Sulphur



E. Luel Maris  
Navasota



Phillip LeDoux  
Sulphur

**LEADING SALESMAN.** Each month the outstanding residential sales representative from each division will be recognized in PLAIN TALKS. The six representatives shown here are the outstanding salesmen for January.

## Early Retirement Plan Approved

THE Retirement Plan Committee of our Company's Board of Directors has approved the management's recommendation that employees who have had ten years' membership in the Company retirement plan be permitted to retire and obtain early retirement benefits after they have reached age 62 without obtaining the consent of the Company.

A news release from the American Medical Association observes that Americans are always getting hurt. Our 185 million people suffer about 30 million accidents a year that require medical attention. No one knows how many more accidents are treated at home, but the number must be huge. Care and foresight, the AMA says, would prevent the vast majority of all accidents. It's a question of knowing, remembering and following simple and basic safety practices.



## THRIFT PLAN

DURING January the trustee of the Employee's Thrift Plan purchased 1,938 shares of common stock at a total cost of \$76,537, or an average of \$39.49277606 per share. Also 112 shares of \$4.40 preferred stock were purchased for a total cost of \$10,251, or \$91.5267858 per share.

The trustee also deposited \$25,830.17 with the Savings Department of The First Security National Bank of Beaumont.

Purchases were made from employee deductions and Company contributions made through December.

The growth of the United States has resulted from private enterprise and from the profit earned through trade and commerce. It has not come about from government business operations.

—Crystal Lake, Ill., Herald

## DECEMBER



Twalah B. Hebert  
Leonard W. Ladner  
Neil M. Teague  
Harlan C. Stabler  
Carl J. Kingsberry  
Dorvan Herring  
Gordon L. Mustin  
Jessie F. Hollister  
Donald R. Hood  
Milton H. Pharr

Beaumont  
Beaumont  
Beaumont  
Navasota  
Conroe  
Baton Rouge  
Baton Rouge  
Baton Rouge  
Baton Rouge  
Lake Charles

Steno-Sr-T&D  
EngAsst-Eng  
Relayman 3/c  
Prim&SpecTester  
Apprentice-T&D  
AuxOper-LaSta  
Elect 1/c-LaSta  
Lineman 3/c  
ResSalesRepr-Sr  
AuxOper-RSN



# Personnel Changes Announced

## By Sales, Engineering

SIX engineers have been given new assignments in the Beaumont and Lake Charles Divisions.

### Neill Carpenter

Neill G. Carpenter, who began his career with the Company in July 1926



Mr. Carpenter

as a student engineer, will assume the responsibility of all major industrial accounts in the Lake Charles and Sulphur Districts. The assignment was effective February 1. After two and a half years as student engineer, Mr. Carpenter became supervisor of service at Lake Charles in January 1929. In May 1930, he was transferred to Lafayette as supervisor of transmission and in September 1933 returned to Lake Charles as district supervisor. Mr. Carpenter was named supervisor of distribution in Lake Charles in November 1939 and power sales engineer in September 1942.

Mr. Carpenter left Gulf States for the Army in November 1942 and returned in January 1946 as an engineer in Lake Charles T&D. In December 1946 he was promoted to industrial engineer.

Mr. Carpenter, a native of Texarkana, holds a BS in electrical engineering from Texas A&M.

### Malcolm Williams

Malcolm M. Williams, Jr., area development engineer, Lake Charles District, assumed effective February 1 the area development duties for the Lake Charles Division.



Mr. Williams

Mr. Williams came to work for our Company in June 1951 as farm representative junior in Beaumont.

In August of the same year he was called to active duty in the Army. He returned to his job in August 1953 and in March 1954 he was transferred to Lake Charles.

Mr. Williams was promoted to agricultural engineer in Lake Charles in November 1955 and to area development engineer in December 1956.

A native of El Dorado, Arkansas, Mr. Williams was graduated from Texas A&M with a BS in agricultural engineering.

### Charles Glass

Effective February 1, Charles D. Glass was transferred to Lafayette as industrial engineer.



Mr. Glass

Mr. Glass joined our Company in July 1949 as farm representative junior in Beaumont and in October of the same year was transferred to Lake Charles, where he was promoted to farm representative in July 1951.

He left Gulf States for service in the Air Force in March 1954 and returned in January 1956 as industrial engineer in Lake Charles.

Mr. Glass holds an agricultural engineering degree from Texas A&M and is a native of Mt. Pleasant, Texas.

### Charles Gimon

Charles E. Gimon was transferred to Sabine Station as engineer effective



Mr. Gimon

January 16. He came to work for our Company in April 1959 as an engineer in Beaumont and in October of the same year was assigned to Beaumont Division T&D.

Mr. Gimon is a native of Henderson, Texas, and was graduated from Lamar Tech with a BS in electrical engineering.

### James Calcote

James O. Calcote Jr. was assigned effective January 16, to Beaumont



Mr. Calcote

Division T&D. A native of Natchez, Mississippi, Mr. Calcote joined our Company as an engineer in Beaumont in June 1958 and was assigned to Project Section, System Engineering, in November 1958.

Mr. Calcote holds a BS in electrical engineering from LSU.

### Van Boudreaux

Vernon V. Boudreaux has been transferred to Project Section, System Engineering, effective January 16.



Mr. Boudreaux

Mr. Boudreaux, a native of Erath, Louisiana, is also a graduate of LSU with a BS in electrical engineering.

He joined our Company in September 1957 as an engineer in Beaumont and was assigned to Lake Charles T&D in February 1958.

### Two New Engineers Assigned

Two new engineers, Ralph L. Haynes and Edwin A. Grimshaw, were recently assigned upon completion of their orientation programs.

Mr. Haynes, a native of Groves, Texas, is a 1961 graduate of Lamar Tech with a degree in electrical engineering. He was employed August 28, 1961, and on February 1, he was assigned as an engineer in the Lake Charles T&D.

Mr. Grimshaw has been an employee of our Company since October 16, 1961. He was assigned to the Beaumont T&D on January 15.



Mr. Grimshaw

A 1960 electrical engineering graduate of LSU, he is a veteran of the United States Air Force. Prior to coming to work for Gulf States he was employed by E. I. du Pont and Westinghouse.



# How Was That Spelled?

WITH one exception, today's college students deserve a high rating compared with those of previous decades.

The exception: spelling.

So says Dr. Millicent McIntosh, president of New York City's Barnard College, who writes:

"There are sixteen misspelled words in this report. They are not written by parints, kindergarten puples, enemy sergaents nor amature authors.

"They were taken from the examanation papers of young men and women who have just had the benifit of one of the best things in American life . . . a college education. Proper spelling is a sign of a well disaplined mind. In our opinnion a graduate who can't write a defnite precise annalasis may turn out to be a type with a tendencie to splint atoms that will assend us all through the cieling."

How many did you find?

*ADD GLIBS: There's a new do-it-yourself craze now advocated at colleges—thinking . . . Fun is like insurance, the older you get, the more it costs . . . Money talks as much as ever but what it says nowadays makes less cents . . . If your wife wants to learn to drive, never stand in her way . . . Speak when you're angry and you'll make the best speech you'll ever regret.*

Fort Madison, Iowa  
Evening Democrat



Mr. Fussell



Mr. Fournet

## Two Writers Join Beaumont Advertising Staff

THE Advertising Department, Beaumont, added two new writers, Howard R. Fussell and Richard Fournet, to its staff during January.

### Howard Fussell

Mr. Fussell joined Advertising as a writer in Publicity on January 2. He will also work on our employee magazine, PLAIN TALKS.

A native of Southeastern Louisiana,

Mr. Fussell was graduated in 1959 from LSU with a bachelor of arts in journalism, and for the last three years was on the editorial staff of the Beaumont Enterprise.

He is married to the former Laura Varnado of Baton Rouge. The Fussells have a three-year-old son.

### Dick Fournet

Mr. Fournet was employed on January 29 as a writer in Advertising. He was formerly employed by Fetty-Hundemer Advertising in Baton Rouge.

He is a native of St. Martinville, Louisiana. Upon graduation from St. Martinville High School he enlisted in the U.S. Navy for four years. He was released from active duty in 1958, having served on an LST and a destroyer.

From September 1958 to May 1959, he attended the University of Southwest Louisiana at Lafayette. He was graduated from LSU in August, 1961, with a bachelor of arts in journalism.

At LSU he served as editor of the Summer Reveille in 1961 and as advertising manager in 1960 and 1961. He also wrote a weekly column for the Reveille—"On Second Thought" which earned a first place award at the Southwestern Journalism Congress in Abilene in March, 1961.

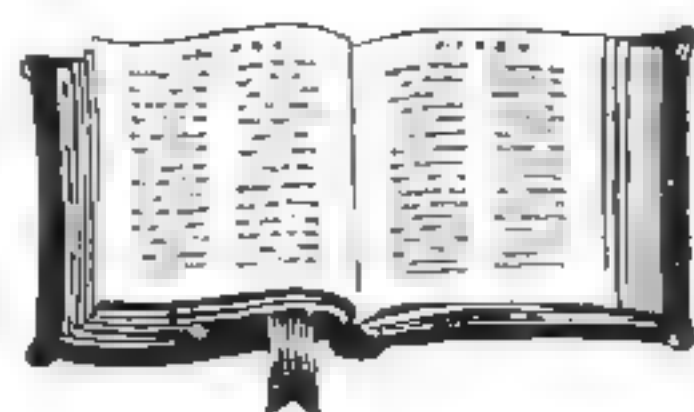


THE BIG FREEZE. When temperatures dipped near the ten degree mark the second week of January scenes like this were very familiar. This was in Maplewood in the Sulphur District where a water tank overflowed and draped our service equipment with ice, causing the power to be temporarily disrupted in that area.



# BIBLE - BREAK

a monthly column



By Ruby Lee Adams

**T**HE Twelve by Twos. The earliest Christian Church was, in a sense, composed of twelve members, each of whom was carefully chosen and personally invited to join its ranks; each man surrendered all that he had in order to enter this company; each one of the twelve gave of his entire time and talent to the doing of the Lord's bidding; and it is little wonder that these twelve men have been so revered by Christian believers through the centuries.

The experience of the disciples with Jesus must have been as exciting as that of any adventurer. They were with Him for two and a half years, day after day, night after night. They were with Him in the days of his popularity and in the days of his unpopularity. Under the Lord's guidance of love even their weakness became their strength.

The disciples represent, in a way, the different type of members in our church today, and show us how God needs all types of men to do His works of mercy.

The Scriptures tell us in many places that the Lord has needs, and that He asked man for many things. Think of the things the Lord used that were borrowed. He was born in a borrowed stable; when He wished to illustrate a lesson that He was teaching He borrowed a coin; when He wished to feed a hungry multitude He borrowed a lunch; when He spent a night in a home, it was as a visitor, for He had no house of His own; and finally when He was dead, they placed His body in a borrowed tomb.

Today, as in the days of the apostles, He depends upon individuals.

## J. D. Behrens

### Retires Feb. 1

**O**N February 1, J. D. Behrens, senior clerk in Baton Rouge Customer Accounting, retired after 36 years of service to our Company. He was employed in 1926 as a street car operator in Baton Rouge.

In 1928, he was made a collector, and in 1941, he was named meter desk clerk. He has been a clerk in Customer Accounting since September, 1941. He was promoted to senior clerk in 1949.

Mr. Behrens is a native of Slaughter, Louisiana, and attended school there. Prior to coming to work in Baton Rouge he had worked in Arkansas, California and Arizona.



J. D. Behrens

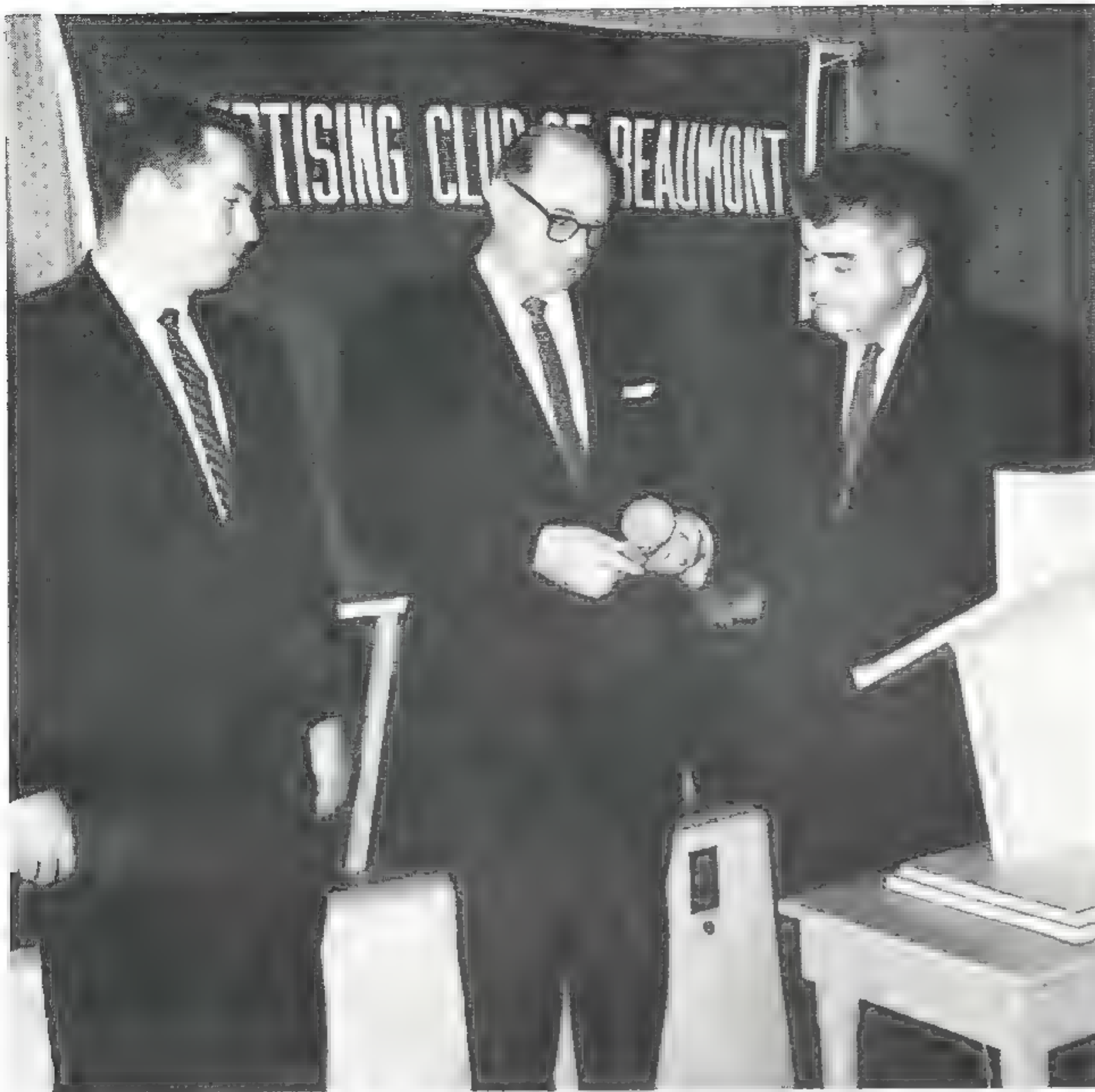
**SIGNS OF THE TIMES:** On a teenager's jalopy: "Miss Fortune"; on the bow of a deluxe speedboat: "Steda-boozin"; on a Volkswagen camping outfit: "Our Old Volks' Home"; on a refuse truck: "Service With a Smell"; on a newly painted wall in a school building: "This is a petition, not a petition. No signatures are required!"

Fort Madison, Iowa,  
Evening Democrat

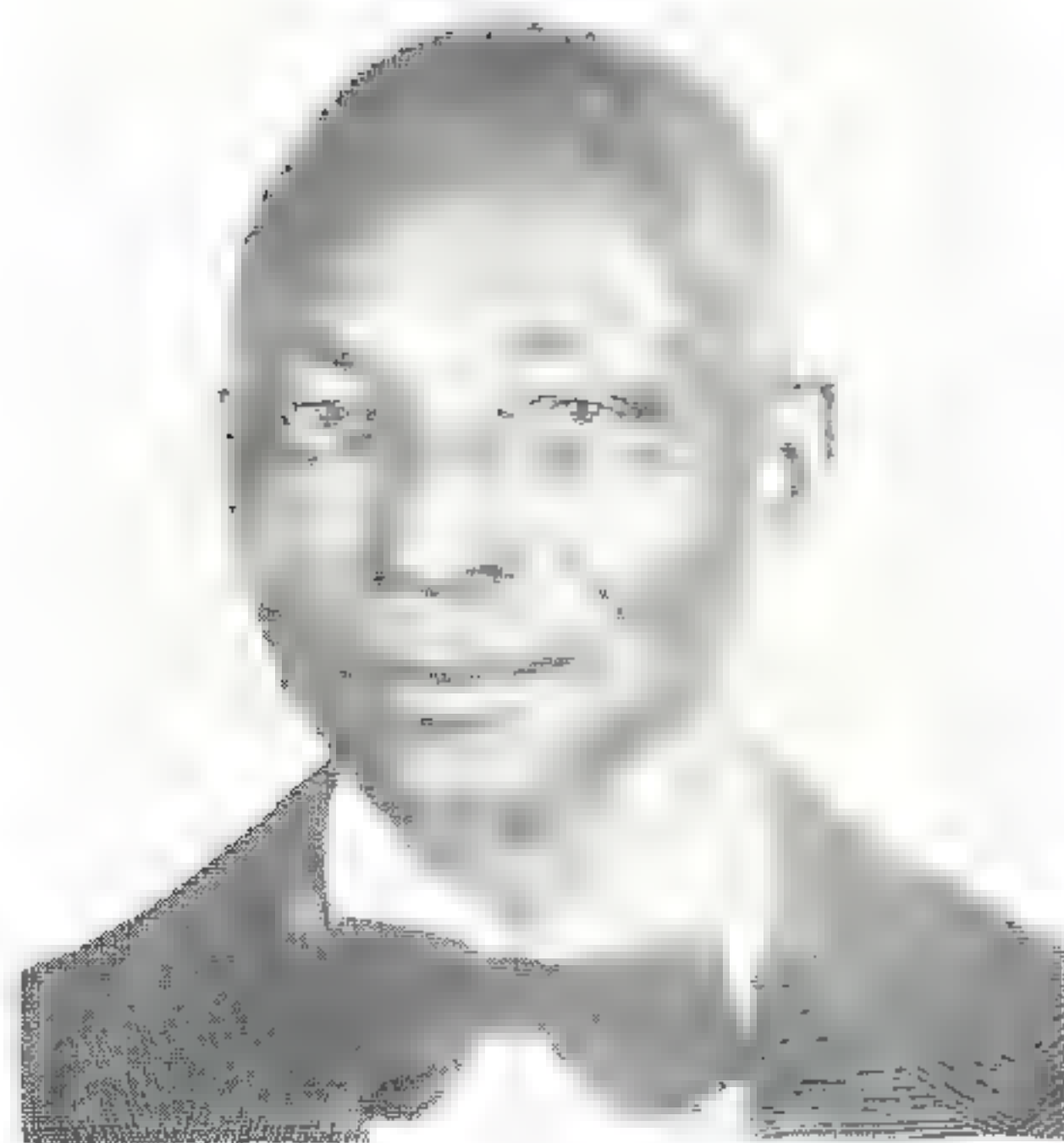


**PRESENTS TROPHY.** Rex Lee, left, manager, Beaumont Division, presented the Silsbee District Sales staff with the annual top sales trophy for being the leading district in sales in the Beaumont Division. Accepting the trophy in behalf of the late Lamoyne Goodwin, superintendent, Silsbee District, are Vic Norvell, newly appointed Superintendent, Silsbee District, Jack David, sales representative, Silsbee, and Jack Ogden, sales representative, Woodville.





**ADVERTISING DIRECTOR HONORED.** Kenneth Sutton, center, director of advertising and publicity, Beaumont, accepts the Advertising Federation of America-Printers' Ink magazine Silver Medal award from L. Clayton Lau, right, advertising manager of the Beaumont Enterprise and Journal newspapers. Attending the presentation is Jim Turner, supervisor of advertising and publicity and president of the Advertising Club of Beaumont. The Silver Medal is bestowed on the advertising man or woman who, in the opinion of their colleagues, best exemplifies the highest traditions of the advertising industry. Mr. Sutton is the first in the Beaumont Area to receive this award.



Charlie Butler

## Baton Rougean Retires March 1

**CHARLIE BUTLER**, Baton Rouge Production, will retire March 1 after 31 years of service to our Company.

He was employed in August, 1931 as a laborer in Baton Rouge. His entire length of service has been in the Production Department.

A native of West County, Texas, he attended schools in Louisiana and Illinois and attended Southern University in Baton Rouge. Prior to coming to work with Gulf States, he was employed by various oil companies in Beaumont and Baton Rouge. He served in the U.S. Army during World War I.



## Reddy's Kollege of Kilowatt Knowledge

1. During the past decade GSU has invested large sums of money for new facilities and to enlarge and improve existing facilities. Construction expenditures last year totalled \$46,000,000. Construction expenditures in 1962 will amount to: a. \$52,600,000; b. \$37,600,000; c. \$24,000,000; d. \$35,400,000.
2. When you pay your electric bill, a good portion of every dollar goes for federal, state and local taxes. Combining the three, how much out of every dollar do you pay in taxes?  
a. 24 cents; b. 27 cents; c. 18 cents; d. 37 cents
3. Thomas Alva Edison, considered the father of our industry, presented the world with its first practical incandescent lamp on Oct. 21, 1879. How long afterwards did the first electric sewing machine appear?  
a. late 1880's; b. 1897; c. 1913; d. 1910
4. America has more electric power capacity than Japan, Canada, Russia, West Germany and Great Britain combined. It has three times the power capacity of which one of these?  
a. Canada; b. Great Britain; c. Russia; d. Japan
5. In total net capital investment where does the investor-owned electric utility industry stand among the ten leading industries in the United States?  
a. seventh; b. first; c. third; d. eighth

(Answers on Page 31)



# SERVICE AWARDS

## THIRTY YEARS



C. L. Schooly  
Distribution  
Beaumont

## TWENTY YEARS



W. M. Harris  
Production  
Beaumont



Wilbert Bell  
Distribution  
Baton Rouge



William Dastson  
Production  
Louisiana Station



Willie Leonard  
Production  
Louisiana Station



McCloph Whitaker  
Production  
Louisiana Station



Billie Corbin  
Production  
Louisiana Station



D. A. Minor  
Treasury  
Navasota

## TEN YEARS



Tyrelle B. Hill  
Safety-Claim  
Lake Charles



R. E. Leake  
Distribution  
Huntsville



W. C. McCurtain  
Treasury  
Beaumont



O. F. Peveto  
Distribution  
Orange



Johnnie Hudson  
Distribution  
Port Arthur



D. C. Sheppard  
Distribution  
Beaumont



G. T. Sheen  
Production  
Beaumont



J. I. Warmack  
Production  
Beaumont



E. H. Wheeler, Jr.  
Engineering  
Beaumont



# Credit Union

## Officers Elected

**K. L. JUMEL**, supervisor of confidential records and payroll accounting, Beaumont, was elected president of the Gulf States Utilities Employees' Federal Credit Union at a directors' meeting in the Beaumont Service Center January 31.

**H. C. Hall**, Plant Accounting, Beaumont, was named assistant to the president; **Hampton W. Blake**, test technician, Neches Station, vice president; **Helen H. Byrd**, Payroll Section, Beaumont, treasurer; and **Martha E. Scanlon**, General Accounting, Beaumont, assistant treasurer.

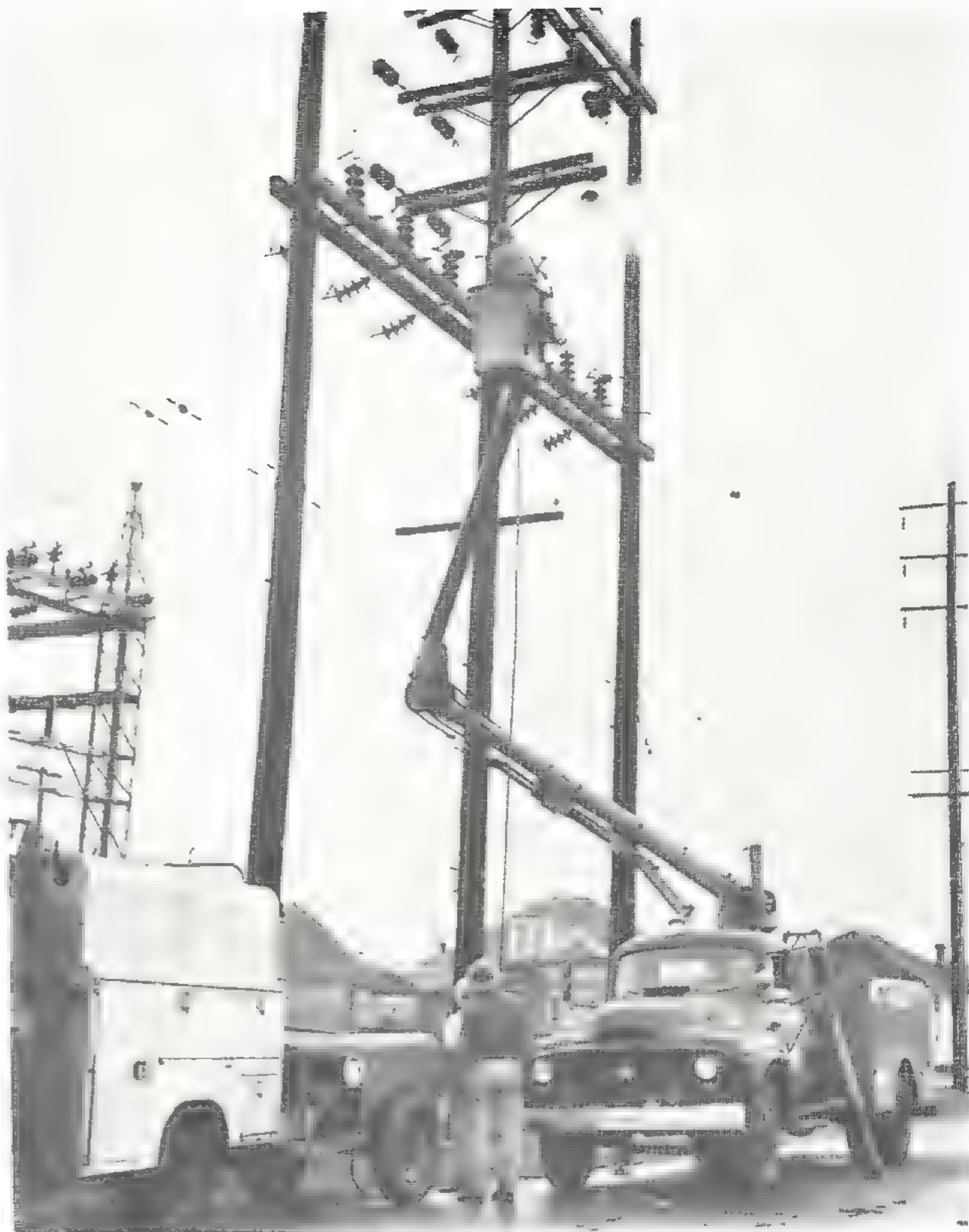
Credit Union directors are **Neil E. Jordan**, industrial engineer, Beaumont; **Lewis C. Guthrie Jr.**, engineer, Beaumont T&D; **Leonard J. Gaspard**, senior engineering assistant, Port Arthur T&D; **J. L. Rumfield**, senior engineering assistant, Navasota T&D; **D. A. Fagg**, Neches Station; and **E. G. Hodges**, supervisor industrial sales, Lake Charles.

The Credit Committee to serve for the year are **Ralph Ellis**, section supervisor, General Accounting, Beaumont; **W. T. Ricks**, supervisor of stores accounting, Beaumont; and **N. D. Head**, engineer, Rate Department, Beaumont.

Members of the Supervisory Committee for the year are **H. S. Charlton**, internal auditor, Beaumont; **Norman W. Ener Jr.**, assistant supervisor of billing, Beaumont; and **A. G. Fontana**, stores auditor, Beaumont.



"You mean you ordered more potato salad without a purchase order and didn't confirm it by phone?"



**KEEPING OUR SERVICE TROUBLE FREE.** Often serious outages are prevented on our transmission and distribution lines by preventive measures. This is what **Albert Richard**, in the bucket, **E. L. Poole**, right, **R. L. Kemp**, left, and **A. C. Morgan**, not shown operating the pump, are doing as they wash salt accumulation off insulators in the Port Arthur area. Salt accumulates on insulators and transformers during dry spells and can cause lines to arc and start fires. Such measures often prevent serious fires which can damage structures to such an extent they must be replaced. This is just another of many ways our T&D personnel take care of our shareholders' property.

### Service Awards Meetings Slated

**THE** annual divisional service award meetings have been scheduled for:

Navasota	April 13
Port Arthur	April 30
Beaumont	May 1
Lake Charles	May 9
Baton Rouge	May 24

## Double Meaning? Double Talk!

**WASHINGTON**, in its desire to attack business and impose wider government controls, tells citizens that prices are administered. Yet when Washington wants to lull the people about inflationary policies, they tell us that prices are, after all, still determined by the law of supply and demand. —Altoona, Pa., Mirror.



# GROWING with Gulf Staters



**SANTA VISITS.** On December 14, Santa Claus visited the children of the Madisonville employees in the local office. Receiving gifts are, rear, left, Jenny Junot, Jacque Junot, Diana Foster, Linda Foster, Andy Whitmire and, in front, Julie Foster.



**WHO NEEDS CHRISTMAS TREES?** H. P. Robichau, supervisor of billing records, his wife and 17 grandchildren appear ready to buy out this lot of Christmas trees in preparing for the past Yule season. Actually they are only choosing six—a big one for Mr. Robichau's home at 2441 Laurel, Beaumont, where the clan gathered Christmas Day and smaller ones for the homes of five of Mr. Robichau's children, Joe, Frank and Hewitt P. Robichau Jr., Mrs. John Neil and Mrs. James Hogan.

Joe Robichau is in our Company's Production Department, Mrs. Barbara Robichau Hogan is a former GSU steno, Mrs. Frank Robichau (Edna Drake) and Mrs. Joe Robichau (Betty Pate) are former employees of the Billing Department.

The grandchildren are, left to right, Susan Robichau, Michael and John Neil Jr., Paul, Frank, Jo Ellen and James Robichau (standing in front of Jo Ellen wearing Cub Scout cap), Judy Robichau holds James Hogan Jr., Thomas, Joe Jr., David, Ann and Mary Kathryn Robichau, Gennie Hogan and Janie and Margaret Ann Robichau.

The 18th grandchild, Roger Robichau, had the chickenpox that day. Since that time a 19th grandchild, Debra Neil, has been added to Mr. Robichau's family. (Picture courtesy Martha Frasher, society editor, Beaumont Journal.)



**CUTE LITTLE MISS.** Kimberly Ann is the six-weeks-old daughter of Mr. and Mrs. Elmer M. Wheeler, Port Arthur T&D Line.



**"NOW, THAT MAKES IT BOOTIFUL,"** says Patrice Suzette, daughter of Mr. and Mrs. Herschel Mathews, supervisor of production and records, Advertising, Beaumont. (Picture courtesy Beaumont Journal society editor.)



**"ALL I WANT IS. . ."** Vicki, Kari, and J. B. Bishop, III, tell Santa Claus what they want for Christmas. They are the children of Brooks Bishop, Beaumont Sales, and J. B. "Pat" Bishop, retired employee in System Sales, Beaumont.





**GEORGE HICKMAN FAMILY.** Making a pretty Christmas picture are Mr. and Mrs. George Hickman, Beaumont T&D, Engineering, and their two daughters, Cynthia Marie, 6-years, and Donna Rae, 1-year. Mrs. Hickman was formerly employed as home service advisor in Orange.



**"IT'S A BIG WONDERFUL WORLD."** Tara Denise is the four-month-old daughter of Pat White, Baton Rouge Engineering.



**"WE'RE GREAT PALS."** Elizabeth Ann, daughter of Mr. and Mrs. Eddie L. Pool, Port Arthur T&D Line, makes friends with the family dog.



**Sgt. and Mrs. J. L. LeBlanc** on the birth of their son, **Ross Wendall**, January 14. Sgt. LeBlanc, an employee in the Beaumont Substation, was recently recalled to active duty and is stationed at Columbus, Georgia. The LeBlanc's are now making their home at Pinewood Mobil Courts, 3661 Victory Drive, Columbus, Georgia.

**Mr. and Mrs. Leroy Bodemann**, industrial engineer, Commercial and Industrial Sales, Beaumont, on the birth of their son, **John Leroy**, December 14 at Baptist Hospital, Beaumont.

**Mr. and Mrs. Harold Smith**, serviceman in Elton, Louisiana, on the birth of their fifth daughter, December 17.

**Mr. and Mrs. Charles Heichelheim, III**, Jennings District, on the birth of their son, January 7.

**Mr. and Mrs. W. P. Carroll**, local superintendent, Madisonville, on the birth of their grandson, **Philip Baxter**, December 8, in Tucson, Arizona.

**Mr. and Mrs. Tom Arabie**, Lafayette Line, on the birth of their second child, a daughter, **Stephanie Ann**, January 10.

**Sam and Dorothy Gallier**, System Engineering, Beaumont, on the birth of their daughter, **Sheri Denise**, January 19.

**Myrl and Patsy Hollyfield**, System Engineering, Beaumont, on the birth of their daughter, **Tina Marie**, January 21.

**Mr. and Mrs. Van Kitchens**, Orange Line, on the birth of their daughter, **Kim LaVerne**.

**Mr. and Mrs. E. W. Barton**, Meter, Port Arthur, on the birth of their daughter, **Susan Leigh**, December 28.

**Mr. and Mrs. Al Young**, Advertising, Beaumont, on the birth of their daughter, **Alison Louise**, January 25.

## gulf staters in the news

**R. O. WHEELER**, Baton Rouge Division manager, was recently elected to the board of the Greater Baton Rouge Safety Council for a three-year term.

**W. E. Dinkins**, district superintendent, Conroe, was recently elected president of the Conroe Chamber of Commerce for 1962.

**JERRY ST. DIZIER**, lighting engineer, Lake Charles, was recently reappointed to the Lake Charles Recreation Commission for a five year term by Alfred E. Roberts, mayor of Lake Charles.

**Walter R. House**, sales supervisor, Orange, was recently presented a Statuette Award by the Sabine Area Council, Boy Scouts of America for his service to boyhood during 1961.

**Eugene Salonek**, employed in Orange's Front Street Substation, was recently elected president of West Orange's Volunteer Fire Department.

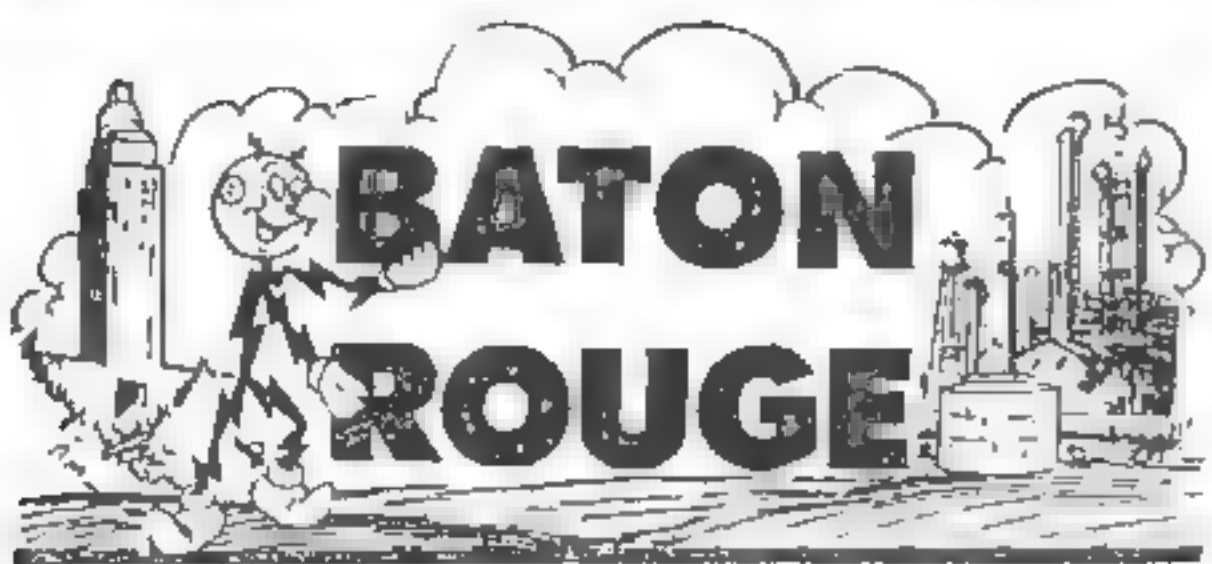
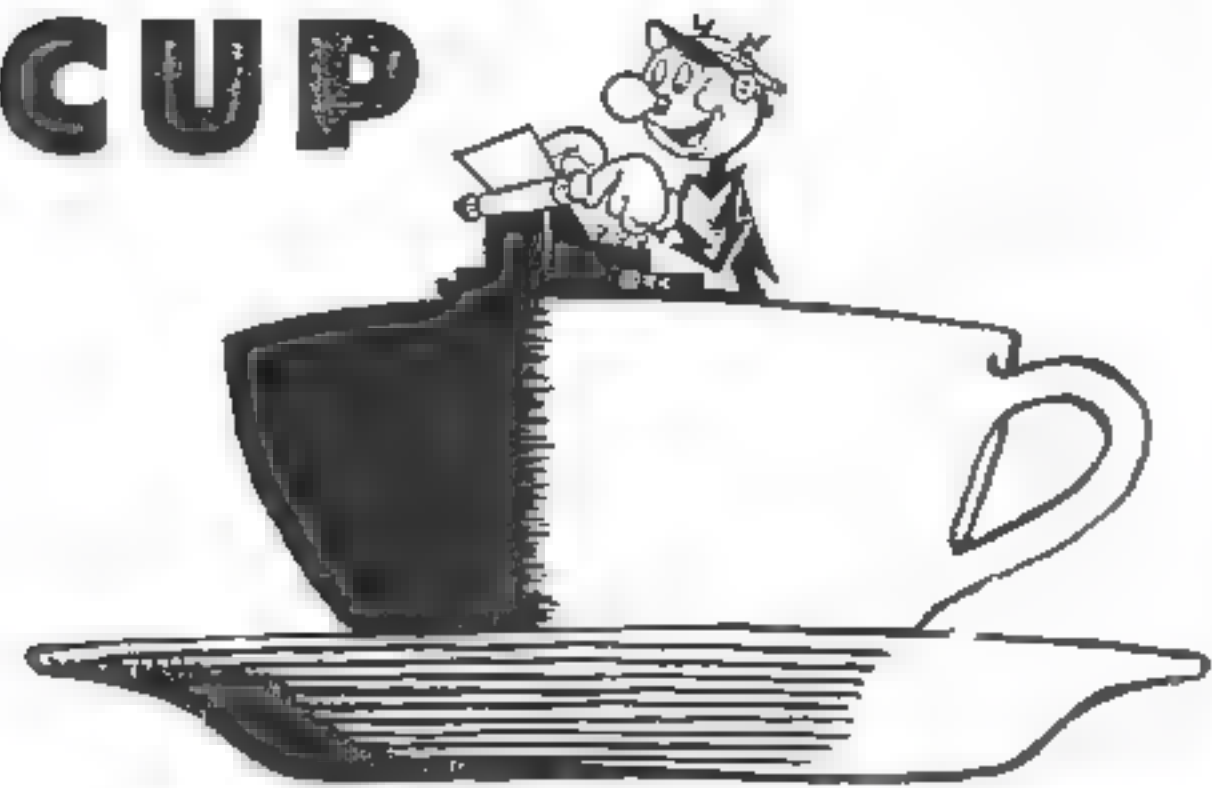
**Charles Saunders**, Orange Meter, was also elected fire chief of the group. Mr. Saunders has served previously as the assistant chief.



**CHRISTMAS AT LOUISIANA STATION.** Office employees at Louisiana Station gathered around the tree before the holidays for their picture. Seated are: Sue Smith and Gayle Miller; standing are Frances Conerly, Judy Tucker, Jeff Purdon, office engineer, and R. H. Lawton, superintendent.



# over the COFFEE CUP



## Winter's Ice Gave Baton Rouge A Northern Look

THE sleet and ice which began Tuesday afternoon, January 9, brought 70 hours of sub-freezing weather and set an all time cold weather record for the Baton Rouge area.

Gulf Staters were highly commended by H. E. Brown, vice president, for the outstanding job that was done in keeping electric and gas trouble to a minimum. No serious trouble was reported by either department during the entire ordeal. A few individual regulator freeze-ups were called in to the Gas Department and scattered minor power interruptions were reported to the Electric Department.

Mr. Brown had this to say, "We were very fortunate during the cold spell that we had such little trouble. The main reasons, I believe, are because we have built a good electric and gas system throughout the area and our employees have done an excellent job of maintaining them—keeping them in good working order. In addition, the attitude each man had toward his job was a big factor in the quick restoration of service to the customers who did have trouble."

The record cold lost no time once it started. By Wednesday morning, the thermometer had dropped to 13 degrees. Frozen sleet glazed many streets with sheets of ice adding to the normal winter hazards of driving.



**FREEZE GRIPS BATON ROUGE.** During the "Big Freeze" in January, Paula, center, and Beth, right, daughters of Mr. and Mrs. L. C. Christian, district superintendent, Baton Rouge District, accompanied their friend, Sally Kay Percy, to see the sights of frigid Baton Rouge. Here they pause to check the frozen waters of University Lake on the LSU campus and to watch the skaters perform.

The official temperature early Thursday morning was 10 degrees—the lowest January temperature ever recorded in Baton Rouge.

Skies cleared and the frigid air swept in again during the night, without any snow or sleet. Thursday night the temperature went down to 11 degrees.

City Park Lake and University Lake near LSU froze over to the delight of many youngsters. Boys and girls of all ages flocked to the lakes with ice skates to enjoy this unusual outdoor sport in the Sunny Southland. Even for the old timers, this was the first time the lakes have frozen solid enough to allow skating.

By Friday noon, temperatures began to rise above freezing during the day but dropped back to 15 degrees that night before the warming came on Saturday.

Then began the job of repairing burst water pipes and damages caused by water in the attics and walls of homes all over the area.

It was estimated that damages reached the five million dollar mark, some homes suffering as much as \$5,000 damages. Most people agreed they would be satisfied to wait another 30 or 40 years to see the lakes freeze again.

ON January 19, Baton Rouge Customer Accounting lost two employees. **Jo Core** left the Company to await a visit from the stork, and **Brady Warbington** resigned to attend school

in Boston where he will study art.

**Barbara Carr**, Service Application, is back at work following minor surgery. We are glad that she is feeling well again.

On January 16, the Sales Department held a dealers' meeting at the Holiday Inn to promote sales of electrical appliances. Our own **Donna Voyles** portrayed the part of Reddy Kilowatt and assisted in the meeting.

**Virginia Guy**, an ex-employee, is back with us again. Virginia left us a few months ago to have a baby. Welcome back, Virginia.

We also have two new employees, **Madge Courtney**, who will work in Service Applications, and **Stan Lucky**, who is in training for work in the Credit Department.

—By Nancy Hoehn

## TRINITY

**MABLENE POLLARD**, local office clerk, Trinity, and Kenneth Dobbins were united in marriage November 22, in a double ring ceremony in the Baptist Parsonage, Trinity. Rev. J. R. Reedy, pastor of the Dorcas Wills Memorial Baptist Church officiated. Following the ceremony the couple departed for their wedding trip to Hot Springs, Little Rock, Fort Smith and points of interest in the Arkansas Ozarks. Mr. Dobbins is the director of the Trinity Boy's Club and attends Sam Houston State College in Huntsville.



## MADISONVILLE

**MRS. W. P. CARROLL**, wife of **W. P. Carroll**, local superintendent, Madisonville, flew to Tucson, Arizona, December 16, to spend the holidays with their son, Captain and Mrs. R. P. Carroll and children. Mrs. Carroll returned home December 28.

—By Betty Lynch



**ROBERT W. DERBY**, substation foreman, attended the supervisor's training course held in Baton Rouge last month. Also attending school was **Harry O'Quinn** who went to Beaumont for the T&D training course.

We were glad to welcome **Eunice Byrd** back to work after a lengthy illness. Eunice reports he is feeling much better. Also on the sick list is **Melvin Bergeron**, who spent a few days in the West Calcasieu-Cameron Hospital in Sulphur. Melvin is now at home convalescing. He says he is feeling much better and is anxious to be back on the job.

**DAN GOODMAN**, and **Emery Fruge** recently completed the supervisors training course in Baton Rouge. Dan was at LSU during the big freeze and witnessed ice skating on the lake at the university. They are both foremen in Lake Charles Line.

**Francis E. Mathis**, line foreman, underwent surgery the last of January. We hope to see him back on the job soon.

The Line Department welcomed **Palmer T. Savoy** as a helper during January.

—By Jo Ann Burnett

## SULPHUR

**SULPHUR** employees welcomed a new employee, **Maureen Harris**, recently. She replaced **Joyce Faulk** who resigned in December. Maureen is originally from Liverpool, England.

Also a welcome was given **Carl Dobbertine**, who transferred from Lake Charles. Dobber is the collector in the Sulphur District.

On the sick list during January was **Billy T. Murrel**, serviceman. Billy is improving and will be back to work soon.

—By Pearl Darbonne

## ORANGE

**CONGRATULATIONS** to **Patsy Winkel**, Orange Engineering, on her recent marriage to **Barry Mayo**. We all extend best wishes to the new Mr. and Mrs. Mayo.

Seems as if Pat started something. The next week **Rose Zeto** and **Florence Finnell**, both of Orange Accounting, were showing off their newest possessions, engagement rings. Both have wedding plans for the near future.

New home owners include **Bernard Stott** and **James Shute** of the Orange Line Department.

Orange employees extended a welcome recently to **Dennis L. Forston**, who was employed as a substation operator at the Front Street Substation.

—By Davie Carpenter

## LAFAYETTE

**GET** well wishes were very much the fashion in January in the Lafayette office. **J. R. Peckham**, district superintendent, underwent surgery. We hope to see him back to work soon. **Allen Hernandez**, Line, underwent a knee operation recently. Allen, we hear, is recuperating very nicely. **John Lemoine**, meter reader, recently underwent surgery. He is doing jes' fine. **L. J. Pitre**, garage mechanic, is recuperating at home after undergoing surgery recently. **Paul Broussard** has been out several weeks due to the flu, pneumonia and a bad case of the mumps. Hope to see you back on the job soon Paul.

**Mrs. Jim Richardson**, wife of our area development engineer, who was recently transferred to Navasota Division, is doing much better after being in the hospital recuperating from an operation. Mrs. Richardson and children, **Jimmy**, **Kay** and **Sue** plan to join Jim in Navasota shortly. We are so sorry to see you go, Jim.

**Cynthia Trahan** and husband spent a day in New Orleans visiting a sick friend and taking in some of the sights.

Several Lafayettes took early vacations in January. **Tom Arabie** stayed close to home taking care of the new baby and wife. **O. L. Romero** took a week of his vacation to work around his new home.

**Harrison Carline** attended the T&D training program in Beaumont last



**NEWLY WED.** Louisiana Station office employees surprised Frances Conerly with these gifts before her marriage to John Heffner on January 20. Frances is a departmental clerk at Louisiana Station.

month for a week.

We're glad to welcome a new employee on the line crew. He is **Dewey Gauthier**, who hails from New Iberia. Dewey is married and the father of two children. Glad to have you with us, Dewey.

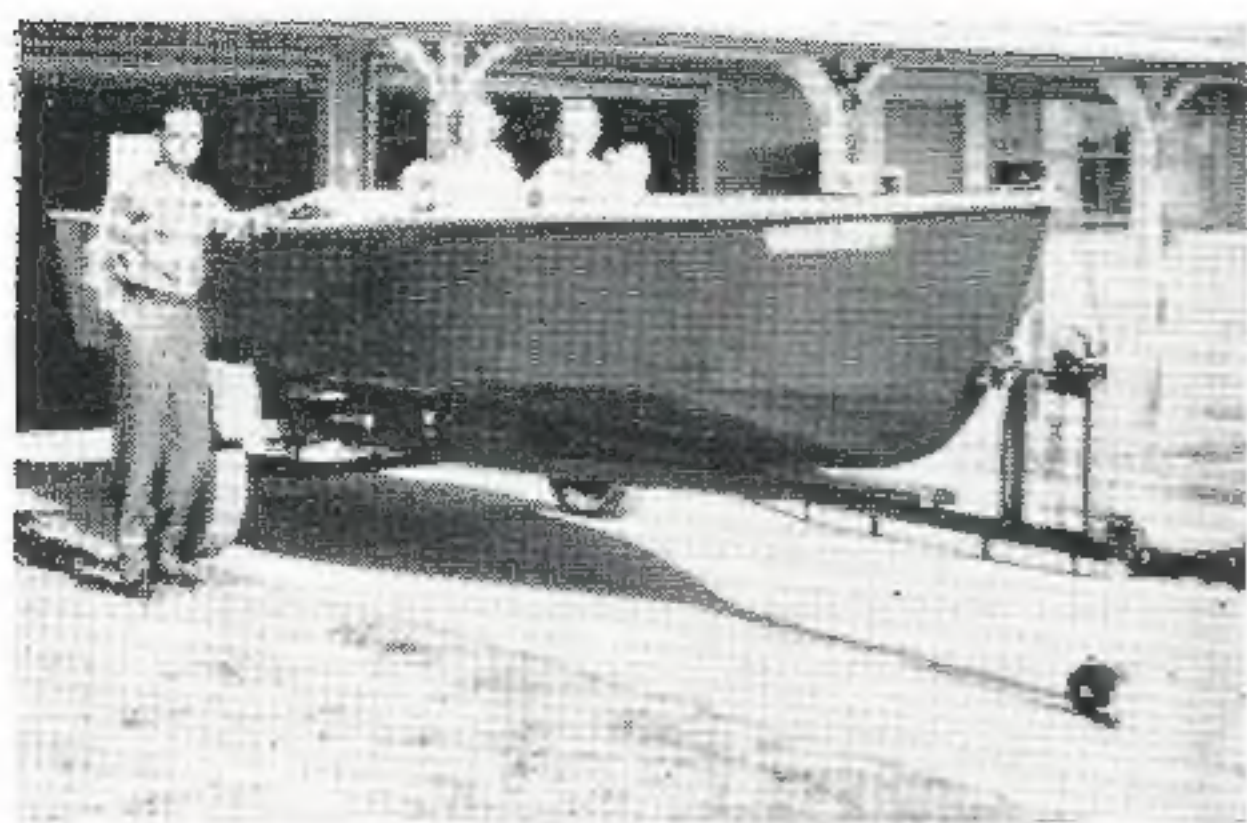
**Edwin Judice** is back on the line crew after completing a year's training. **Albert Louviere** is replacing Edwin in the Service Department.

—By Cynthia Trahan



**SPEAKING** of Exodus! Beaumont's tenth floor occupants are developing a complex because of the many employees who are leaving. Recent departees include **Annie Pearl Leigh**, Duplicating and **Barbara Hood**, stenographer in Statistical. Scheduled for departure in early February is **Catherine Abney**, Duplicating. We will miss each one of these friends and insist that they return for a visit from time to time.





**BOAT BUILDER FIRST CLASS.** This is the new classification of E. R. "Bob" Saide, Engineering, Orange. Bob recently completed this 17 footer. His daughter, Mary Ann, and a friend dream of the day when the boat will be launched. Bob did all the work and this is the second boat he has constructed.

On the other side of the coin we have a new employee, **Sandra Dunagan**, who has joined the Stenographic Pool. She is single, a graduate of Liberty High School and attended Texas Christian University in Ft. Worth. Her hobbies are swimming and dancing. Welcome aboard, Sandra!

—By Ward McCurtain

## Livewires

**SOME** people will go to any lengths to have a party. And Beaumont's Live Wires Club did just that on January 1 when ten members of the club stood in line from 6 p.m. to 8 a.m. the next morning to assure the club of a reservation in Beaumont's Harvest Club for December 13, 1963.

The club will hold its annual Christmas dance this year on December 22 at the Ridgewood Motel. Last year's dance was held in the Woodmen of the World Hall on December 22 and was attended by 400 persons.

Taking turns standing in line were **Don Clawson, Wayne Boque, W. J. Schumaker, Roy Hester, Tommy Surles, A. M. Melanson, Harold LaFosse, Don Lyle, Pat Wagner** and **Brooks Bishop**.

What some people won't do to find new ways to see in the New Year!!

---

**DEFINITION:** Discussion is an exchange of knowledge; argument is only exchange of ignorance.

## LET'S READ OUR MAIL

### BEAUMONT

Dear Mr. Nelson:

We wish to thank all of you for the use of the Neches Power Plant Recreation Building the night of December 9, 1961, where we enjoyed our department's annual Christmas Party.

Mr. Fred Tenholder was very kind in making the arrangements for us, and on behalf of the employees and myself we thank you again.

With all good wishes for a Joyful Holiday season we are

Sincerely,  
C. A. Chriswell, Supv.,  
Electrical Division  
City of Beaumont

### BATON ROUGE

Dear Mr. Spengler:

I wish to take this opportunity to express our sincere appreciation to your company and your employees for the excellent service you have given to the St. Diziers and their occupants of rental units in the Boyd Avenue area.

Your men, like Mr. Sanchez, Mr. Dawson and others, have certainly done their jobs well, and I just can't begin to say how courteous and pleasant everyone has been in this emergency.

Please convey our thanks to Mr. Wheeler and others for such wonderful service.

Sincerely,  
Mrs. R. V. St. Dizier,  
Manager St. Dizier Rentals

### SILSBEE

Dear Mr. Goodwin:

I wish to express to you the thanks for the Silsbee Chamber of Commerce and the people of Silsbee for the help you gave us in installing our Christmas street decorations for the city of Silsbee. We feel that your services have made our City Christmas lighting a huge success. We cannot express enough gratitude to the Silsbee office or to the Beaumont office of the Gulf States Utilities Company for the cooperation we have received from your company on this endeavor and in the past. It is this type of community spirit that has made your company a great Utilities Company and we say thanks for being a part of our community.

Sincerely,  
Silsbee Chamber of Commerce  
Paul Georgas, President

## Answers To Kilowatt Kollege

Questions on Page 25

1. b. \$37,600,000—Some of this will come from retained earnings and depreciation and deferred Federal income tax accruals with the balance to be obtained from investors and through additional short-term borrowings from banks.
2. a. 24 cents—In all, investor-owned electric company customers pay 24 cents in taxes for every dollar of their monthly bill. These taxes help pay for schools, highways, nuclear submarines and many other things.
3. a. Late 1880's—The first electric dishwasher was marketed around 1910, and the electric range and vacuum cleaner were introduced about the same time. The first electric refrigerator was installed about 1913.
4. c. Russia—Although Russia has about three times the area of the U.S., the United States has about five times the miles of transmission lines of the Soviet Union.
5. b. First—In 1959 it accounted for 12% of all the capital invested in U.S. business.

(Sources for these answers will be furnished upon request.)

## SYMPATHY TO:

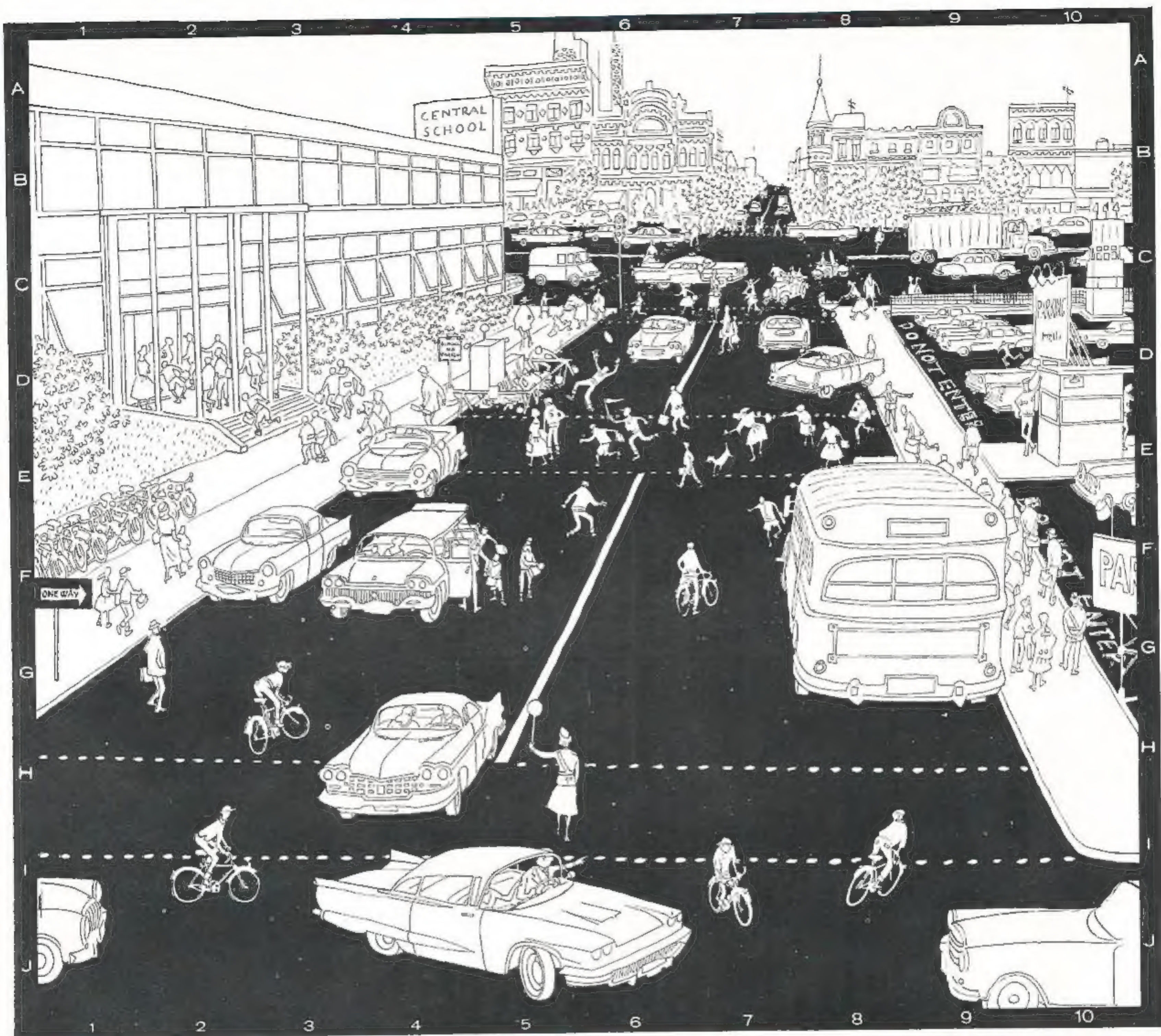
**J. P. Pevoto**, supervisor customer accounts, Orange, on the death of his brother, **A. C. Pevoto**, Bridge City.

**Dennie Clubb**, tax and budget accountant, Beaumont, and **Earl Clubb**, retired foreman, Beaumont Appliance Repair, on the death of their mother, **Mrs. Belle Clubb**, January 16, in Beaumont following a lengthy illness.

**Albert Louviere**, Lafayette District, on the death of his father, **Felix Louviere**, on November 17.



## Traffic Safety Quiz No. 4



## Can you find 10 traffic hazards in this picture?

Look sharp! This quiz checks more than the acuteness of your vision. It also tests your judgment of what's right and wrong on the road. Look again—then rate yourself against the list. But keep in mind that perceiving a traffic hazard is not enough. A good driver is always prepared to take instant action to avoid trouble.

We urge you to be alert, drive carefully, know the rules—and obey them. Remember: about 75% of all accidents are caused by the driver—not the car.

(Each hazard is located by letter and by number. For example, J5 indicates the location of the car in the lower center of the picture where lines from J and 5 would cross.)

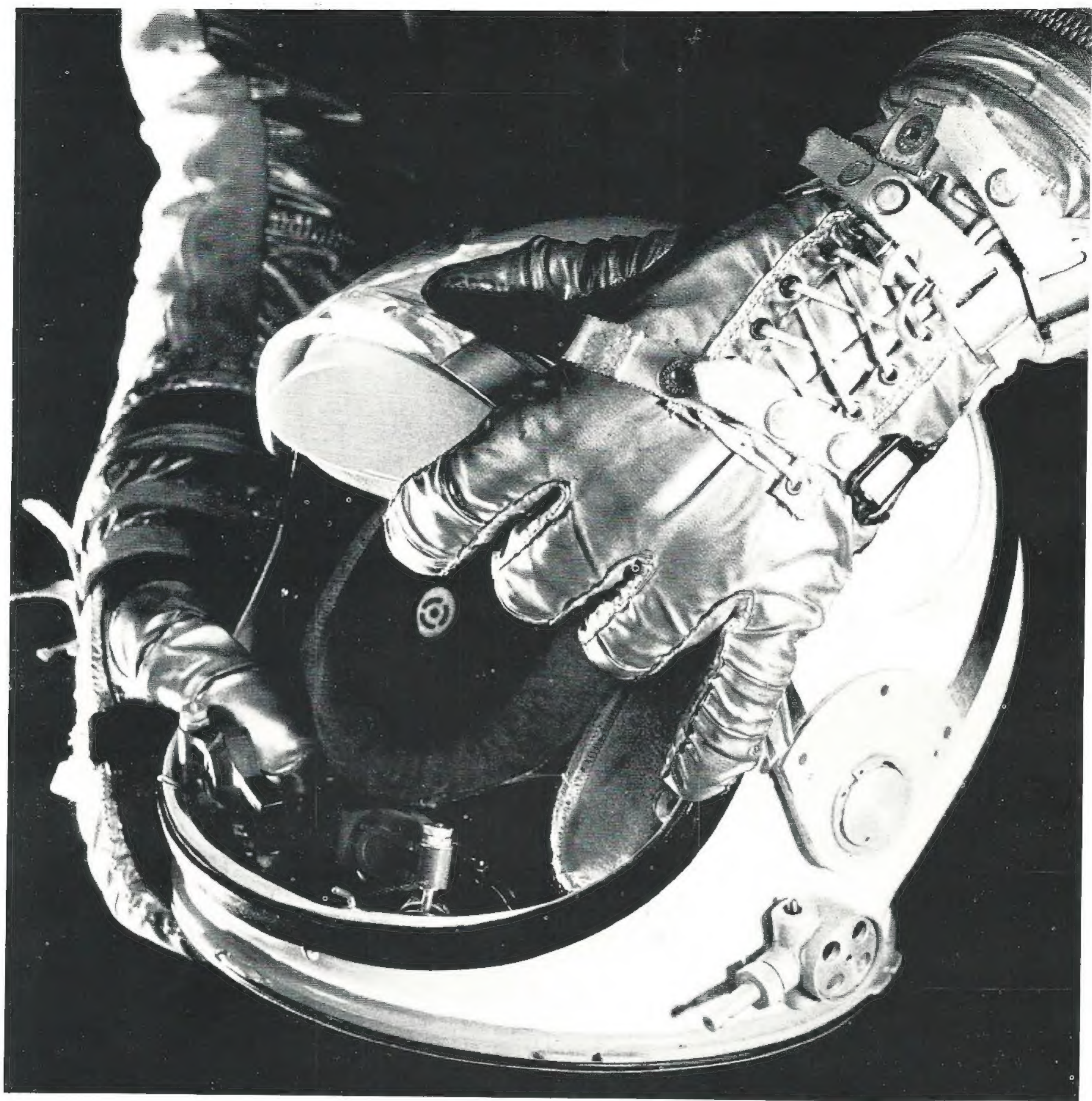
- |   |   |
|---|---|
| 1 Distracted driver has his mind and eyes off the road (J5, lower center) | 7 Parked convertible obstructing pedestrian crosswalk (E4, left center) |
| 2 Driver ignoring traffic crossing guard (H4, lower center)               | 8 Car entering parking lot improperly (D8, upper right center)          |
| 3 Boys playing football in road (D5, center)                              | 9 Car going wrong way in one-way traffic (J10, lower right)             |
| 4 Boy on bicycle disregarding traffic (G3, lower left)                    | 10 Students in jalopy making illegal turn (C8, upper center)            |
| 5 Double-parked station wagon unloading in street (F4, left center)       |   |
| 6 Jaywalker in traffic lane (G2, lower left)                              |   |

(These are major hazards, there are others. If you found more than ten, congratulations!)

### Your Car Has Built-in Safety—YOU!

Prepared by the Shell Traffic Safety Center in consultation with Dr. Leon Brody, Research Director, Center for Safety Education, New York University, and in cooperation with the Automotive Safety Foundation. © SHELL OIL COMPANY, 1960





## ESSENTIAL SPENDING ONLY

THE hands of an astronaut are symbols of America's multi-billion dollar exploration of space—a vital part of our defense. It is easier to pay for real essentials when the government cuts out needless spending in other places. There is no need to spend tax dollars to build more government power plants and lines—as some people are now proposing. Our Company announced this month that \$38 million dollars will be spent during 1962 for construction. About \$24 million will go for con-

struction under way prior to this year. The rest is for new work to be started during the year. Also construction will begin in the next few months to build a second generating unit at Willow Glen Station. This will be our third 220,000 kilowatt unit built, and on the lines within two years. By such future planning and spending Gulf States and the other investor-owned-electric companies can supply all the additional electric power a growing Gulf Coast and America will need.